

THE
WAY TO BEAUTY

THE WAY TO BEAUTY

A COMPLETE GUIDE TO
PERSONAL LOVELINESS

BY
SONYA JOSLEN

WITH TWENTY-ONE FULL-PAGE PLATES



“Oh wad some Power the giftie gie us
To see oursel's as ithers see us.”

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* * THE WAY TO BEAUTY * *

CHAPTER ONE

Introduction to beauty culture and how it assists Nature—

Steps towards the possession of a perfect body—

Remedial exercises for “flat back” and “sway back”—Why correct breathing, good deportment, and posture are necessary

THE quest for physical beauty is essentially as old as Woman herself. Classical history has handed down records of the methods by which great queens and women famous for their beauty endeavoured to preserve their charms. They experimented with oils, herbs, and earths. A book of beauty recipes was compiled by one of the most learned women of Ancient Greece, famous for her knowledge of statesmanship, who did not apparently despise cosmetic assistance for her toilet.

It is only during the last few decades, however, that science has relegated these experiments to the past to which they belong and invested Beauty Culture with a status worthy of the concentrated efforts of a profession.

Contemporary beauty culture, unlike the secret remedies adopted by queens and great ladies of history, is now available to all, and the millions of girls and women employed in offices, stores, and factories have within their reach, thanks to modern scientific knowledge, methods, and treatments for

which Cleopatra or Dubarry would have searched the world and paid a ransom.

To-day beauty culture can supplement Nature's omissions, and disguise defects brought about through ill-health or accumulation of years. Hair that is straight and lank can be transformed into luxuriant permanent waves. Beauty culture acknowledges a debt to science when massage is used to strengthen sagging muscles of the face and body. Surgery can transform an ugly nose into a thing of beauty. Through our knowledge of anatomy, exercises can be arranged to cure physical defects and even deformities. Electricity has been harnessed to cure diseases of the skin, and can either destroy hair where it is not wanted or give it vitality where its growth is desired. In fact to-day scientific beauty methods can, if persistently employed, assist every woman and girl to attain the maximum of good looks it is possible for her to enjoy.

Every chapter of this book deals with the same delicately constructed machine, each part of which is closely related. So often we notice that nature seems to have bestowed all the graces associated with beauty on one fortunate individual. There is no cause for wonder when once we realize the interdependence of the organs and functions of the body. When this is understood it is easy to accept the logic of physical perfection. The body seldom, if ever, has one isolated defect, the unsightly spot on the

* THE FOUNDATION OF BEAUTY *

forehead may be related to the corn on the little toe. Pain which is a symptom of disease is invariably a warning of physical imperfection.

The first step towards the possession of a perfect body is in the direction of perfect health. Perfect health means wholeness and soundness of both body and mind. Physical perfection is not only good to look upon, but is a valuable possession because a healthy body indicates an alert and active mind. Perhaps that is why beauty and wit are so often combined in a woman.

Evils of the Slack Abdomen

Throughout nature, beauty is based on the law of balance. The word "balance" suggests a centre. If correct balance of the body is to be obtained, the centre of the body which is the abdomen must be held correctly. Our ideals of beauty have been greatly influenced by Greek sculpture, and the Greek standard of beauty, like modern fashion, did not tolerate a slack abdomen. Nature has provided support for the abdomen in the form of the abdominal muscles. If these are allowed to droop or sag, the whole delicately arranged machinery of the body is disturbed and many physical defects result. The chest lengthens and droops, which makes firm breasts an impossibility, and the muscles of the knees are misused so that flat foot is definitely encouraged. Also when the body inclines forward and

droops there is great waste of precious energy, because every effort means a gathering together of the muscles. It is important to bear in mind that on the shelves of the abdominal cavity rest such important organs as the liver, kidneys, and stomach and that these organs have a very direct influence on the complexion and the skin generally.

To cultivate strong abdominal muscles continually lift them. Imagine that it is possible to make the abdomen touch the spine and endeavour to do this. This may seem a fantastic idea, but it assists in keeping the abdomen *up* and *in*. When the abdomen is held correctly, the whole body follows suit. The chest is up and out, the shoulders are lifted and well back; the head, in spite of itself, has to take an erect attitude, and the knees straighten themselves automatically.

“Sway Back” and “Flat Back”

Two very common physical imperfections owe their origin to slack abdominal muscles, i.e. “Sway back” and “flat back.” “Sway back” is an exaggerated hollow or curve at the base of the spine, and “flat back” as the name implies is absolute lack of curve. Both these defects may be cured by exercises, if they are performed with conscientious regularity.

EXERCISE 1. Lie flat on the back with the feet together, hands under the head and chin down.

That is the position for the exercise. Then contract the abdomen, tilting the bony girdle in the region of the hips, that is, the pelvis, upwards. Count ten, then gradually relax. Repeat this exercise ten times.

EXERCISE 2. Stand with the back against the wall, the feet six inches apart; heels touching the wall and the toes turned in. Place the arms to the sides, so that the palms face frontwards. Retract the abdomen and lift the pelvis. Repeat this exercise ten times.

The Secret of Good Posture

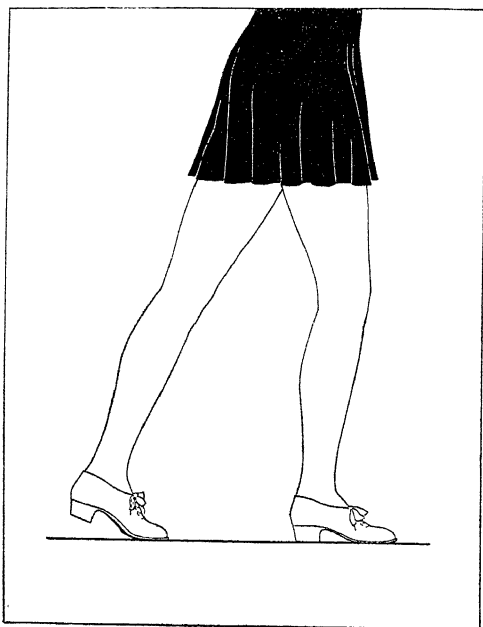
To attain good posture, stand against a wall so that the calves, buttocks, shoulders and back of the head touch the wall (*see Frontispiece*).

When standing still throw the weight of the body on the balls of the feet, and never stand with knees bent, or allow the weight of the body to be supported by one leg.

Once the secret or technique of good posture has been learned, the foundations of graceful deportment and correct breathing have also been acquired. In fact, good posture, deportment and breathing are so closely connected, that it is difficult to define where one begins and the other ends. If the body is held in the right manner, and the muscles symmetrically developed, good deportment is easily attainable.

* * THE WAY TO BEAUTY * *

The body in movement should express grace and perfect control of the limbs. It is difficult to improve upon the old-fashioned and well-tried method of walking with a book balanced on the head. Not only



CORRECT USE OF THE KNEES WHEN WALKING

does this exercise encourage and ensure beautiful poise of head and neck, but cures the ugly and very common habits of waddling hips and swaying shoulders. As a matter of fact, if the abdominal

muscles are well controlled, "waddling" is very unlikely, and, as has already been shown, the chest and shoulders automatically take the right attitude.

The most important thing to bear in mind is that the legs must carry the body, so that the hips and shoulders are not called upon to sway or waddle. The knees should be bent and then straightened alternately. The knee of one leg must be straightened before the other leg comes into action. This automatically produces rhythmic movement. Knees that are not straightened when walking eventually cause "flat foot." The feet should be pointed forward; it is a great mistake to walk with the toes pointed outwards, as this places too much strain on the longitudinal arch of the foot in the same way as do bow-legs or legs that are knock-kneed. Individuals with either of these defects should make a very special effort to keep the feet straight when walking. The muscles at the back of the leg must be well stretched, and the much ignored little toe forced to do its full share of work. The foot should be used so that it touches the ground at three points. The centre of the heel (1); the little toe and joint of the big toe (2 and 3). The heel reaches the ground first but the ball of the foot follows so closely that this should not actually be noticeable. As the leg goes forward, the arm on the same side should move easily backwards.

Importance of Breath Control

The function of breathing is of primary importance in this chapter, and breath control a necessary possession for a beautiful woman. The subject has been postponed, because the breathing or respiratory organs rely for their proper functioning on well-carried chest and shoulders.

There is no life without air—even a fire cannot burn without it. When we breathe pure air it contains approximately a fifth part of oxygen. Impure air contains less oxygen and a higher percentage of carbonic acid gas. Respiration is very closely connected with the circulation of the blood, which in its turn plays a very important part in the appearance of the skin. The greater quantity of oxygen the blood can obtain from the air the better. Of course air should be breathed through the nose. Air inhaled through the mouth is cold and unpurified. Since Nature has made provision for the purification of air when breathed through the nose, it seems a pity not to take advantage of this arrangement. To obtain the maximum amount of oxygen, the lungs must expand to their uttermost capacity. The lungs occupy most of the space in the chest, which like the abdomen is a cavity. Round shoulders and flat chests therefore prevent the lungs from expanding to their full extent. As air is inhaled, the muscles between the ribs raise the ribs, forming a sort of

* * HOW TO BREATHE * *

flexible cage. This cage should expand so that the chest is enlarged and the diaphragm, which is a thick muscle between the chest and the abdomen, sinks downwards, giving the lungs more space. Correct breathing, therefore, is a simple and straightforward affair. The fact remains, however, that the majority of women owe ill-health and dull complexions to lack of oxygen, which is theirs merely for the taking. Apart from the bad effect incorrect breathing has on the condition of the blood and the body generally, it is incompatible with a beautiful speaking voice. An undeveloped chest generally accompanies a flat unattractive voice. It is unnecessary to enlarge here on the influence that a full rich-toned voice has on the personality.

Correct Breathing: A Simple Method

The following is a simple method of acquiring the habit of right and correct breathing; once it has been learned it will remain for life. Stand with the body relaxed and place the hands across the narrow parts of the ribs above the waist line, with the tips of the fingers touching the edges of the ribs. Then expand the flexible cage of the ribs so that the hands are pushed outwards. As the ribs expand, the chest should be forced outwards and the diaphragm down. There is no necessity for heaving chest and shoulders when taking a deep breath. Practise this exercise,

* * THE WAY TO BEAUTY * *

so that eventually longer and deeper breathing is acquired.

It is useless to imitate the beauty and glamour of a favourite film star, merely by adopting her style of coiffure or wearing a hat at the same angle. The beautiful Garbo does not stand with bent knees, neither do the muscles of her body sag. Watch an accomplished actress cross the stage. Her hips and shoulders are steady. These graces are an acquisition which any and every woman can acquire, but without which she cannot be considered beautiful.

CHAPTER TWO

Loveliness by way of internal cleanliness—Diet and its relation to slimming—Care of the teeth—Cause of halitosis (bad breath) and its cure—The daily dozen

IN polite society the abdominal region is ignored when personal loveliness is being discussed, but the beauty specialist as well as the physician is apt to ask an intimate question regarding this part of the anatomy.

In the preceding chapter, an attempt was made to explain the importance of healthy abdominal muscles in relation to posture, deportment, and breathing. Sagging abdominal muscles are also one of the causes of faulty internal hygiene, because the passage of food through the intestines is slowed down, and the mechanism provided by nature is unable to carry out its work.

The habit of internal cleanliness has a direct influence on the appearance, because it affects the blood stream, and the blood in its turn influences the skin, eyes, and hair—three important points of beauty in a woman.

It is impossible to open a newspaper, to travel by road or rail, without reading emphatic warnings against the evils of constipation. These grave and awful warnings, however, deal with the alleviation

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rather than the cure, or what is more important, the prevention of this condition.

Nature has made adequate provision for the elimination of waste from the body, but since the process of evolution gave us our present physical framework, our environment has changed. Modern civilization has produced conditions under which it is easy to under-exercise the body, over-eat foods from which vital elements have been extracted, and consume foods which build tissue in excess of the body's requirements. We must learn therefore to adapt ourselves to the world as it is, for unless we do so, modern conditions become injurious to us.

Advice on Diet

Internal cleanliness and diet are so closely related in their influence on correct physical proportions that it is impossible to discuss them separately. Normally, superfluous fat is caused through a badly balanced diet and lack of exercise, both of which result in faulty internal hygiene.

Chemical and physical changes are continually taking place in the body. The materials needed to effect these changes are provided by food. In the cells of the body, the food is converted into other substances, some of which form nutriment, while others become waste matter. Food is also transformed into heat and energy. The body needs this energy for its various activities,

* * * FOOD VALUES * * *

and for the heat which will keep it at its normal temperature.

In order to maintain the body in a healthy state, the intake of food must possess a fuel value equal to the energy used by the body, otherwise superfluous tissue accumulates in the form of fat.

The cells demand certain elements to carry out their work. These elements are the carbohydrates (which supply sugar and starch), fats, minerals, and roughage. In addition to these the body needs proteins and vitamins.

The carbohydrates are fuel foods, and are tissue building. In the form of starch they are present chiefly in flour and potatoes. During digestion this starch is transformed into a sugar.

The fats have the highest fuel value and are present in both animal and vegetable foods. Butter, lard, and suet are examples of animal fats.

The body needs several minerals, but the most important are calcium, phosphorus, iron, and iodine.

Calcium occurs in milk, cheese, yolk of egg, nuts, peas, beans, fruit, spinach, and most other vegetables.

Foods rich in phosphorus are milk, eggs, cheese, wholewheat, oatmeal, and nuts.

Iron is contained in yolk of egg, red meat, liver, beans, nuts, peas, and spinach, and to a certain extent in most vegetables and fruit. Milk is deficient in iron.

Iodine is present in green vegetables, sea foods, and whole cereals.

Roughage includes fruit and vegetables, whole grain cereals and whole wheat.

Foods which supply roughage must be consumed freely by the beauty-conscious woman, because roughage stimulates the intestines, causing unusable food to be dismissed from the system before putrefaction can take place.

Refined flour used in white bread and cakes has no roughage or mineral value, and should be excluded from a slimming diet.

There are various proteins just as there are many vitamins. Proteins promote growth, and are mainly responsible for supplying the body with nitrogen. Vitamins protect the body from disease.

Eggs and especially the yolk, rank first as a protein food. Milk and its products, and lean meat, have also a very high protein value and contain certain vitamins.

Steamed or raw green leafy vegetables contain all the vitamins. Certain vitamins are contained in fruit.

Wholewheat bread and whole grain, in addition to their roughage and mineral qualities give both proteins and vitamins.

Too much lean meat in a slimming diet is inclined to be acid forming.

The object of a slimming diet should be to

encourage the body to use its superfluous fat as fuel, this fuel taking the place of fat-making foods. When superfluous fat has been accumulated through over-indulgence in fats, starch, and sugar, the body must be denied these foods.

A plentiful supply of water is a necessary part of the daily nourishment. Six to eight glasses are needed during the course of the day, but they should be consumed between meals. The habit of drowning food with liquid is harmful to both health and beauty.

There is no necessity to deprive the body of the nourishment required for the proper working of the digestive organs and an adequate supply of energy.

Detailed menus are not practicable for the busy woman to whom certain foods are not always available. A little intelligence and self-discipline, combined with a working knowledge of the value of ordinary foods, are all that is necessary to maintain a well-balanced diet. This also applies to the woman who, although normally healthy, has insufficient fat to cover her bones, and to whom extra fuel foods are necessary.

Drastic reducing must have medical supervision. This chapter refers to conditions of normal health.

Girls who have not reached maturity need more proteins and fuel foods than mature women.

Essentials of a Balanced Diet

In order to obtain a balanced diet, the meals should be adjusted so that the various food elements have a place in the daily menu.

Before breakfast, hot water or fruit juice (without sugar of course) should be taken into the system.

A good arrangement is fruit, cereal, and milk for breakfast, with an egg and brown bread and butter if the morning routine requires a large expenditure of energy.

No eleven o'clock indulgence in buns and coffee is permissible.

Salad with dressing, egg or cheese dish, brown bread and fruit for lunch.

Tea may be drunk, if this is essential to happiness.

Clear soup, lean meat or fish, brown bread and plenty of steamed or raw vegetables and perhaps junket for dinner.

In this way, energy foods, minerals, roughage, proteins and vitamins find a place in the diet. The quantities of food should be varied according to energy expended.

No fried food must find a place on the table.

Cakes and sweetmeats are the two great enemies of a good figure. Cakes contain all the fuel foods; fats, sugar and starch and after being devoured are often swamped with cups of tea, probably containing more sugar. Sweetmeats of course contain fuel

foods in a very highly concentrated form, and because they are often eaten between meals, displace foods capable of providing vitamins and minerals.

The consumption of cakes and sweets was a habit formed when the ideal female figure was an imposing prop for voluminous drapery. Since this ideal no longer prevails, there is every reason for the habit to be abandoned.

Care of the Teeth

Before food enters the system, it of course encounters the teeth. Decayed teeth contaminate food before it enters the body. The relationship between teeth and the internal organs is reciprocal, because although the teeth may poison the food, food after it has entered the system may affect the teeth. Now that a knowledge of the qualities of food has been gained, it may be chosen and eaten to benefit the teeth. If the latter are naturally of poor quality, calcium and phosphorus are the two minerals that most benefit the teeth, just as the consumption of sugar and sweetmeats does them most harm. Lack of the Vitamin "D," contained in green leafy vegetables, egg yolk, and butter, may cause poor quality enamel. Uncooked roots and raw fruit help to keep the teeth clean and strong. Like the rest of the body, the gums and the teeth may deteriorate through lack of exercise, brought

about by the continual consumption of soft and pulpy foods.

The teeth have to face other risks besides those which result from the quality of the food consumed. One such risk is that caused by particles of food which may have become lodged between the teeth. If these particles of food are not very speedily removed, they decompose and cause the teeth to decay. Animal food, like meat, because of its fibrous quality, easily becomes wedged between the teeth, and also decomposes very quickly. This state of affairs indicates that the teeth must be constantly and regularly rid of these offending substances.

The attitude towards tooth-brushes should be very generous, that is they must be of good quality bristle, and renewed at least monthly. The bristles should be moderately stiff and uneven in size, so that their shape conforms to the lines of the teeth. In order to remove food retained between the teeth, the brush must be used with an up and down movement, and especial attention given to the point where the gums and teeth meet. A good method of removing food lodged in the inside crevices is to hold the brush in a perpendicular manner, so that the head of the brush touches the gums, brushing the teeth upwards away from the gums. Another good way of removing food from the crevices of the teeth is to fill the mouth with warm mouth-wash or boracic lotion, and by suction, force the particles

away from the teeth. If the teeth are not very close together, swish the mouth-wash from one side of the mouth to the other. Dental floss is a very effective method of removing foreign substances from the teeth.

Teeth receive nutrition from the blood, which circulates through the gums, consequently the gums and teeth both benefit if the gums are massaged. This can be performed by pressing the gums with the first finger and thumb and gently rubbing them with one of the many astringent preparations sold for this purpose. If the teeth are discoloured from smoking, dip the brush in a solution of bicarbonate of soda. This whitens the teeth.

Consult the dentist once every six months, especially if the quality of the saliva tends to form tartar very quickly.

Tooth-pastes and powders offered to the public are many and various, and as each has its own individual virtue, it is a good plan to purchase a different brand on each occasion.

Cure of Halitosis

If the teeth and stomach are healthy, the chances are that the breath emanating from the mouth will be sweet.

The difficulty in curing halitosis or bad breath is that the victim is unaware of the condition or malady. A coated tongue or decayed teeth should

at once arouse self-suspicion. A dentist should be visited and the diet adjusted and planned on the same lines as that given for slimming and internal cleanliness, as this condition may have its origin in the same cause, that is under-consumption of roughage and water, lack of exercise and consequent accumulation of waste matter. Hot baths should be taken as often as possible and a mouth-wash used. Either warm water and common salt or boracic lotion answers this purpose.

Daily Exercise

Internal cleanliness, ideal physical proportions and sweet breath need the assistance of busy muscles. Regular exercise gives the muscles employment and assists the blood stream to convert stored up fuel in the form of fat into energy and waste matter. Walking is the most healthy and natural exercise. In large cities and towns this mode of using the muscles is often impossible. The shuffling, dodging, and halting that constitutes movement along a busy thoroughfare exhausts both time and energy and results in wheels usurping legs as a means of locomotion.

When this is a recognized fact, means of obtaining regular walking exercise in the open air can generally be found by conscious effort. Dancing is not only a pleasing and stimulating pastime but benefits the figure. The great drawback to ballroom dancing,

however, is that it inevitably takes place in a crowded atmosphere where the lungs may have difficulty in securing a good supply of oxygen. Greek dancing is an invaluable aid to beauty of form. Its movements teach the body to be expressive as well as graceful. Classes and lessons generally take place under well-ventilated conditions.

Movements for developing and improving the body are given throughout the chapters of this book and, in addition to open air exercise and dancing should form a definite part of the daily beauty routine.

Frequently the early morning minutes are too precious and scarce for the conscientious performance of routine exercises, which therefore should find a place some time later in the day. If possible, however, during the momentary interval of discarding the night attire, stand on the toes, and look for an imaginary support on the ceiling, and stretch the hands upwards as though endeavouring to reach it. This exercise not only airs the skin, but forces the lungs to breathe deeply, and lifts all the muscles of the body.

* * THE WAY TO BEAUTY * *

CHAPTER THREE

*Necessary information regarding the functions of the skin—
How baths aid beauty—Cleaning the face—Cleansing
cream, soap and water, and other methods—
Reasons for each method*

THAT cleanliness and godliness are near neighbours is a proverbial commonplace, but the new gospel for this beauty-conscious age is that cleanliness and beauty are inseparable. This applies especially to the skin.

The average woman takes her skin very much for granted, regarding it as a rather temperamental fabric that for some reason or another presents a better surface some days than others.

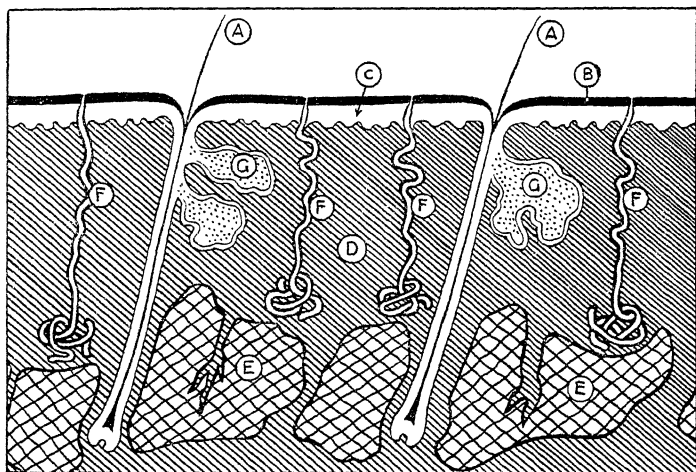
The skin is certainly temperamental, but there is always a cause for its apparent unreliability.

Just as a lovely skin is dependent upon a clean blood stream, so the skin itself must be clean, because in its turn it has other functions to perform besides that of providing the muscles and bones with a covering.

The skin consists of two distinct layers, the epidermis or cuticle sometimes called the scarf skin, and the derma or true skin also called the corium. These layers can be seen at the point where the skin surrounds the nail. The cuticle which is easily recognizable at the nails covers the whole body and

* FORMATION OF THE SKIN *

endures all the wear and tear to which the body is subjected. It is made up of numerous flat cells of hard and horny composition which are being con-



- (A) Hair
- (B) Outer Horny Layer of Skin
- (C) Secondary-Malpighian Layer
- (D) Main Body or True Skin
- (E) Subcutaneous Fat Cells
- (F) Sebaceous Glands opening into hair follicle
- (G) Sweat Glands

Simplified: DIAGRAM OF SECTION OF THE SKIN

stantly rubbed away. Unlike other surfaces, however, which gradually disappear with friction and contact with atmosphere and matter, the cuticle is renewed by other cells which move up and take the place of the dead cells.

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The true skin has a fibrous structure and contains the sweat glands and sebaceous glands, otherwise called the oil glands. The oil glands are the concern of another chapter, and can therefore be discussed when that chapter arrives.

The sweat glands perform a very important function, because in the form of perspiration they assist the kidneys to rid the body of impurities.

Fortunately for both beauty and health, the daily bath is no longer considered a luxury but is recognized as a civilized necessity. Bathing has become as much a ritual as eating; not only do we set forth our food in an attractive and stimulating manner, but also the act of taking a bath is rendered as pleasant as possible by beautiful fittings and pleasing perfumes.

To Benefit from Your Bath

For the skin to obtain the maximum benefit from a bath, as much as possible of the dead cuticle and excretion from the sweat glands must be removed. Also the foreign matter collected by the greasy surface of the skin must be disposed of. This requires not only application of warm water and soap but also vigorous rubbing and friction to encourage the cuticle to cast off its dead cells and the sweat glands to rid the body of impure acids, which otherwise would be detained in the blood stream. A hard brush, rough flesh glove or loofah assists this purpose. The back requires more vigorous treatment

than the front of the body. The fact that this part of the figure is difficult to reach is the cause of blemishes so common on the back, because excretions and foreign matter are not completely removed.

A long-handled brush overcomes this difficulty, or an ordinary full-sized loofah, if a loop is sewn at each end and the loofah moved in see-saw fashion across the back. The shoulder blades in particular need energetic treatment.

A good soapy lather is essential in order to loosen the foreign matter which collects on the greasy surface of the skin. The lather must be rubbed well into the skin, and it is equally if not more important to rinse the lather thoroughly from the body after it has served its purpose.

Soaps vary in composition and quality and their action is influenced by differences in water supply. To test the efficiency of a particular soap, rub the soap well into the hands: if the result is a thick, creamy lather with small bubbles, the soap is satisfactory. Where the water supply is hard, the action of the soap must receive assistance. Water softeners in the form of bath salts or crystals vary in quality and effect as much as soaps, and should not be chosen merely because of their particular perfume. Bath salts which have ordinary soda as their base dry the skin because they tend to remove the secretion from the oil glands. Bath salts composed of borax are preferable. A good quality bath

salt or crystal retains its perfume. The cheaper and inferior brands lose their scent very quickly.

Bath water may very easily be softened by adding a handful of starch mixed into a paste to the water. A handful of bicarbonate of soda answers the same purpose.

Various Baths and How to Take Them

Besides removing impurities from the surface of the skin, there are various methods of bathing that assist the skin to rid the blood stream of impurities by causing profuse perspiration. These baths not only benefit the health but definitely beautify the skin. The fact that they are recommended for sufferers from rheumatism is sufficient indication of their qualifications.

Turkish baths are a very well-known method, but they are not recommended to sufferers from heart trouble. A modification of the orthodox Turkish bath may be taken in the privacy of the home bathroom. Follow the ordinary bathing procedure, scrub, lather and rinse the skin, then gradually increase the temperature of the water until it is as hot as can be endured. While in the bath, sip hot water or hot lemon water. After about fifteen minutes, dry the body energetically. Pat and slap the skin; then with as little delay as possible get into bed. Have one or two extra blankets on the bed and keep the bedclothes well round the body, so that



A FOAM BATH

(By kind permission of Soapless Foam Ltd., 18 Dover Street, W.1)

(G.C.230)

only the face is visible. Relax the muscles, that is, lie heavily so that the bed really supports the body.

After an hour or two, when perspiration has ceased, gradually discard the bedclothes. Then get up and rinse the impurities excreted from the sweat glands off the body with warm water.

Hot Epsom salt baths are another method of assisting the sweat glands to throw off the impurities of the system. About half a pound to one pound of the salts is needed. Epsom salts used for baths are of very much cheaper quality than those used for internal purposes and can be bought at the rate of seven pounds for a shilling. These baths should be taken at night.

Great claims are made for foam baths, which are procurable at most of the public baths at a cost of about 2s. 6d. These baths not only assist in ridding the body of waste matter but have definite slimming properties.

Dry friction with a rough towel or a bath brush assists the removal of dead cuticle. It also improves the circulation and definitely beautifies the skin. A small rubber massage brush can be bought for as little as sixpence and serves a very good purpose when used vigorously over the fleshy parts of the body. Bath powder, besides providing a well-groomed and refreshing atmosphere, has astringent and antiseptic qualities. Take plenty of the powder and rub it well into the skin.

Face Cleansing

It is well to remember that there is no hope for the complexion if the skin as a whole is inactive or neglected. The face possesses one great advantage over the rest of the body. It is constantly in contact with the air, so that some of its excretions are able to evaporate instead of being detained or shut in by clothes. On the other hand, there are several very good reasons why the face should receive special and deferential treatment. First of all, it is unprotected from extremes of temperature and from dirt and dust in the surrounding atmosphere; in the second place, its surface is thinner than that of other parts of the body. It does not, for instance, require the vigorous scrubbing necessary for the back. The eyelids in particular ask for gentleness.

The face resembles every other part of the body, however, in that its greasy surface cannot be cleansed by water alone. Here we come to that vexed question—to wash or not to wash the face with soap and water?

Cleansing Cream or Soap and Water ?

The important factor in making a decision as to the most suitable cleansing method for the face is the character of the skin itself. The exclusive use of cleansing cream for a greasy skin is not advisable, although it may have a beneficial effect if used after

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* WAYS OF CLEANING THE FACE *

soap and water because the action of the cream neutralizes the harmful effect of alkali. A very dry skin definitely suffers if washed frequently with soap and water. It can be kept in a perfectly clean and healthy condition if cleaned with cream only. The same applies to what may be termed a normal skin.

A good cleansing cream contains an emulsion of fat together with approximately 25 per cent of water. When the cream is applied to the face the water in the cream evaporates. The cream absorbs water from the face and so cools it: that is why this type of cream is termed cold cream. It also softens the dead cells of the cuticle and when the cream is removed they are wiped away together with the accumulation of dust and dirt.

Another advantage of cleansing cream over soap and water is that it can be left on the face to penetrate the skin and loosen dirt that has invaded the pores. When applying cleansing cream a bone spatula is useful because it does away with the necessity of continually dipping the fingers into the jar containing the cream. The necessary quantity should be taken on the spatula and the jar or pot immediately covered.

How to Apply the Cream

Cleansing cream has its maximum effect if applied before taking a warm bath and removed at the same time as the body is dried. The cream should be

smoothed into the skin with firm upward movements and great care taken not to stretch the skin.

When smoothing the cream on to the forehead, place the thumbs against the sides of the head and, with the fingers meeting above the bridge of the nose, stroke the cream towards the temples. Support the chin with the thumbs and stroke the cream across the cheeks from the chin to above the ears. Then smooth the cream on to the neck with firm outward circular movements. After the cream has been absorbed by the skin, remove the dirt with soft paper tissues, cotton-wool, or butter muslin. Butter muslin has advantages over cotton-wool and tissues. It does not possess the papery quality of tissues, disliked by many women, or the tendency of cotton-wool to leave pieces of fluff adhering to the skin. Also it is economical, because the muslin can be washed and used again.

The cleansing process is not complete until the material used gives certain evidence that every vestige of dirt has been removed. If the face has been exposed to an extremely grimy atmosphere, two or even three applications of cream may be necessary. Not only must every particle of dirt be removed, but also every trace of cleansing cream.

Superfatted Soaps

Many women do not "feel clean" unless they have a thorough sousing with soap and water. In



APPLICATION OF CLEANSING CREAM

* WAYS OF CLEANING THE FACE *

this case a good superfatted soap should be used. Superfatted soaps overcome the action of free alkali because they contain a percentage of lanolin. It is important to bear in mind that while alkali in soap is removing the dirt from the skin it removes the natural oils at the same time. Alkali in soap serves its best purpose when used on a very greasy skin because it "cuts" the superfluous oil.

In using the soap and water method, take very great care to remove every trace of lather from the skin. This also applies to other parts of the body for, if any lather is left, it forms a glaze over the skin and traps the dirt in the pores instead of removing it. The lather may be smoothed on to the face in the same way as advised for the application of cleansing cream. Dry the face very thoroughly by patting it with a soft towel until all moisture is absorbed by the towel. Whenever possible, use rainwater or softened water. Reserve a toilet jug and keep it filled with boiled water. A good idea is to empty hot-water bottles into it. The addition of lemon and orange peel will render the contents of the jug not only delightfully refreshing and fragrant, but also assist in beautifying the complexion.

Other Cleansing Agents

Toilet oatmeal is a substitute for soap but it is not good for a dry skin. The oatmeal is either placed in a butter-muslin bag and rubbed over the face, or

mixed into a paste in the hand and applied directly to the skin. The latter is the better method, because moistened oatmeal quickly becomes sour, and the bag must therefore be constantly renewed. Almond meal may be used in the same way as oatmeal.

Cleansing lotion or milk is refreshing and effective, but the effectiveness of both usually depends upon the presence of alkali. They are admirable if used occasionally during the day, especially if the face is greasy.

Sleep and the Skin

The morning and evening cleansing processes have the greatest significance. During sleep the skin is especially active in ridding the body of waste acids. For this reason the morning toilet for the face is principally devoted to the removal of such excretions. Before retiring at night, foreign matter, that is make-up, dust and dirt must be completely removed. The morning and evening toilets, therefore, are closely related, because if the daily accumulation of foreign matter is not removed, the skin cannot function during sleep. In sleep the pores become slightly larger, and any foreign matter left on the skin is absorbed by the pores. For this reason make-up should be removed not only before the long night sleep, but also before the short afternoon nap.



CLEANSING THE FACE WITH OATMEAL OR ALMOND MEAL

CHAPTER FOUR

The why and wherefore of skin foods—The cause of wrinkles—Greasy and dry skin—Advice on some skin defects

THE approach to this subject is not direct because the term "skin food" popularly implies external nourishment for the skin. The skin cannot eat; it receives its nourishment from the blood. The most up-to-date product of the beauty salon or cosmetic laboratory cannot beautify a skin with external applications if the internal food supply is inadequate or inappropriate. The sun itself and all the vitamins may be captured and packed into elegant little one- or two-ounce jars, but they are useless if the internal mechanism is out of order.

However scientifically compounded or applied, no external application can replace a diet lacking in vitamins necessary for the health of the skin. Shortage of Vitamin A results in a sallow, blotchy skin. This vitamin is contained in such commonplace foods as milk, eggs, green leafy vegetables, tomatoes, and carrots. Lack of Vitamin B means a dry skin. Fresh vegetables, fruit, and whole cereals supply this vitamin.

The housewife, counting over the pence wrenched from the housekeeping coffers, may sigh for the latest and most costly skin food, and the business

girl may similarly bewail, but the important skin foods are theirs for the taking—oxygen and water.

The most exotic perfumed water or lotion used externally cannot compensate for under-consumption of pure drinking water. Although the skin does not require as much oxygen as the lungs, it breathes and can suffocate if deprived of air.

Beneath the true skin is tissue containing fat cells which supply material for the oil which nourishes the skin and gives the true skin its elasticity. The process by which this nourishment is carried to the skin depends upon the sebaceous or oil glands. These glands lie in the true skin, but they do not penetrate as deeply as the sweat glands.

The condition of the oil glands determines the character of the skin in so far as it is dry or greasy. The oil makes its way through small ducts and protects both the skin and hair from becoming dry. These glands are greatest in number on the cheeks and around the nose. This explains why grease, or what is commonly termed "shine," is so obvious on these parts of the face.

A greasy skin is the result of abnormal secretion of the oil glands. They become super-charged so that the grease spreads on to the surface of the face. Although a greasy skin does not suffer some of the disadvantages of a dry skin, it has a predisposition to acne and pimples.

* TREATMENT FOR GREASY SKIN *

Frequently this condition is brought about by over-consumption of fatty and fat-making foods, indulgence in highly spiced dishes, under-consumption of drinking water and neglect of the rules of scrupulous internal and external cleanliness.

After the diet has been regulated and internal conditions been set in order, external treatment may receive consideration. A greasy skin should be washed with soap and water. As explained in the preceding chapter, the alkali in soap "cuts" the grease and so removes it from the face. A pure Castile soap should be used. The head and face and the entire skin should be allowed as much air as possible.

This condition is frequent in late adolescence. If an excessively greasy skin does not respond to treatment, a doctor should be consulted. Probably a tonic containing iron, quinine, or arsenic will be prescribed.

It is straightforward logic that a skin already over-supplied with oil does not require additional applications of skin nourishment. Camphor water or camphor lotions should be substituted for the conventional skin foods. Slap the camphor lotion or water on the face as this stimulates the circulation. Apply it most vigorously to the fleshier parts of the face. For a greasy skin almond meal made into a paste, spread over the skin and allowed to remain for an hour or two, is a good "skin food" substitute.

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After the paste has been removed, splash the face with cold water.

A dry skin has a deficiency of oil in the sebaceous glands and has a tendency to wrinkle. When the fibrous structure of the true skin is deprived of nourishment it loses its elasticity and shrinks. The epidermis has no elasticity and therefore becomes too large, and creases form which are commonly known as wrinkles. Wrinkles are not therefore such an inexplicable mystery.

Very often a dry skin is the direct result of constant applications of strong soaps and hard water to the skin. Foundation creams containing alkali or heavy and drying face powders may bring about or aggravate this condition. Exposure to cold and drying winds is another frequent cause. If the skin has been exposed to rough and cold weather, almond or olive oil may be substituted for the cleansing cream. Long soakings in hot baths disturb the oil glands and should be avoided.

Skin foods are absorbed through the blood-vessels in the follicles of the skin. When they are applied to the face they liquefy and are absorbed by the starved tissues. If the skin food is to be left on the face during the night, it should be applied about twenty minutes before retiring. This gives the skin time to absorb the necessary amount of nourishment, so that superfluous cream may be wiped from the face. As a dry skin has a tendency to wrinkle,

cream should be applied so as not to stretch the skin. Pat or press the cream into the skin. Do not pat round the eyes; tap the cream very gently on to this part.

The majority of skin foods contain lanolin, which very closely resembles the natural secretion of the oil glands. Some manufacturers of beauty products produce what are termed anti-wrinkle creams. These creams usually contain a higher percentage of lanolin than the average skin food, together with other ingredients especially beneficial to the skin which suffers from unproductive oil glands.

Casein, which is found in milk, is an easily obtained skin food. Ordinary milk cream supplies this form of external nourishment. Only a very small quantity is necessary. Apply the cream during the daytime. It is inadvisable to leave this skin food on the face all night because uncooked milk products attract germs and quickly become rancid. Allow the milk cream to remain on the face about two or three hours and then remove it completely.

Even a healthy or what may be termed a normal skin usually has a slight tendency towards greasiness or dryness. To preserve the health and beauty of the complexion keep the special tendency in check by constant attention to the well-being of the sebaceous glands.

The majority of the skin diseases have their origin in disturbances of the glands of the skin.

Acne is a disease of the sebaceous glands which often accompanies an excessively greasy skin and makes itself evident in spots and pimples. These generally appear on the chin, the cheeks, or the back because the oil glands are greatest in number on these parts of the body. Acne is caused by bacilli which are actually present in healthy skins but only make themselves felt when conditions are favourable to them. These conditions are constipation, bad digestion caused through eating rich, fattening or highly spiced foods, and—once again—underconsumption of water. The treatment for acne follows closely that given for a greasy skin. Oils and creams are not necessary for cleaning the face. Sulphur soap should be substituted for Castile soap. Almond meal acts as an effective cleanser in these circumstances. The method of using almond meal to clean the face has been explained in Chapter III.

At the first suspicious sign of acne, great care should be taken to prevent it spreading. If the acne is only apparent on the chin, set aside a special towel for drying this part of the face. The cleansing process—that is, the application of sulphur soap lather or almond meal—should be fairly vigorous so as to clean the skin thoroughly and stimulate the circulation, but should not be sufficiently energetic to irritate the spots. Special attention should be given to the rinsing process. Use plenty of water, preferably softened, and then apply a lotion of camphor

water, to which boracic lotion has been added. Wash the head at least once a week.

Lotions containing sulphur are the best skin foods for a face suffering from acne. A lotion of this description can be made by mixing two teaspoonfuls of flowers of sulphur with rosewater, so as to form a smooth paste. Dilute one teaspoonful of rosewater with one teaspoonful of glycerine, then very gradually add this to the paste, stirring all the time. Add more rosewater until a six-ounce bottle is filled, or substitute boracic lotion for some of the rosewater. A mild sulphur ointment left on the face at night, and then covered with butter muslin is a good treatment for acne in its more advanced stage.

Acne is often a result of a temporary disturbance of certain glands and frequently disappears after adolescence. If the condition increases or persists, medical aid is necessary. Skin specialists sometimes advise X-ray treatment or ultra-violet rays to destroy the bacilli.

Warts are an undignified manifestation. Very little is known as to their cause. Fortunately it is possible to get rid of them, but this should not be attempted by an amateur or inexperienced person. The family doctor can very easily perform this slight operation by the application of nitric acid. Frequently home treatments of these blemishes result in painful burns which are very much more disfiguring than the original defect.

* * THE WAY TO BEAUTY * *

Chapping generally accompanies a dry skin. The face should not be washed with soap and water. The cracking which this condition provokes must be guarded against, because cracks are a hiding place for dirt. Saturate the skin with warm almond oil, and leave it on the face for about a quarter of an hour, then remove it very gently but thoroughly. If the skin has become red and scaly, apply a thin coat of skin food before using face powder or make-up. Smooth a little skin food over the lips about fifteen minutes before applying lipstick and be perfectly certain that the lipstick is of good quality.

CHAPTER FIVE

*When and how to use astringents—An astringent recipe—
Advice about enlarged pores—Blackheads, their
cause and treatment—Whiteheads*

EVERY saleswoman of beauty products answers the question "When do I use this?" scores of times each week. This naïve compliment to effective advertising and salesmanship applies to astringents in particular.

Astringents primarily concern the pores of the skin. The pores are the openings of the sweat glands—very often too obviously open. When the pores are enlarged, the skin becomes coarse and invariably suffers from bad circulation of the facial blood-vessels.

A tendency to enlarged pores generally accompanies a greasy skin that has been neglected or abused by careless cleansing and left unprotected from extremes of temperature. Close contact with the heat of an open fire is often directly responsible. Heavy and inferior face powders that contain lead or other injurious substances also contribute towards this condition. These powders clog the pores instead of providing the skin with protection.

To combat this defect, begin by making certain that the pores are free from excretions and foreign matter. Before retiring at night be especially careful

to give the face a thorough cleansing treatment. Make a lather of Castile soap or super-fatted soap, and massage this into the pores for a few minutes. Then rinse every trace of lather from the face with softened water and dab and pat the skin with a soft towel. Next massage cleansing cream into the pores and allow it to remain on the skin for about two or three minutes. The material used for removing the cream will show whether the cleansing process is complete. The cleansing cream helps to neutralize the alkali in the soap and assists to overcome the "tough" tendency in this type of skin.

To improve the circulation, follow the cleansing process with a stimulating treatment by patting the fleshy parts of the face with cold water or astringent.

It is essential to keep the pores free from dirt and dust during the day. Continual applications of soap and water are apt to aggravate the inherent coarse texture of a skin suffering from enlarged pores. The face should therefore be cleaned with oatmeal or almond meal, and then rinsed with water to which a small amount of astringent has been added. Apply "pore" cream to the face at night about twice a week.

For the morning cleansing treatment use cream unless the skin is very greasy. When the skin is perfectly clean, slap cold water on to the face, or dip the face in a bowl of cold water, preferably soft water in which lemon peels have been left to soak.



APPLICATION OF ASTRINGENT

This rinsing method is beneficial at any time after cleaning the face. Dry the face by dabbing it with a soft towel. The word "dab" is used because the ordinary process of wiping often stretches the skin. This is particularly harmful to the type of skin under discussion, because of its inclination to flabbiness.

Next apply astringent lotion either with a spray that has plenty of force behind it, or with a piece of cotton-wool. Twist one corner of the cotton-wool so that a handle is formed. Saturate it with astringent and slap it on to the fleshy parts of the face and chin. The enlarged pores are most obvious on the cheeks and around the nose. Apply the astringent generously but not too vigorously to the nose, and more energetically to the cheeks. Use the astringent on the flesh under the eyes by pressing the liquid to this part with the cushions of the fingers.

Besides stimulating the activity of the pores, astringents and cold water assist the muscles of the face to contract. This contraction makes the skin firmer and helps the glands to perform their duties of cooling the body and lubricating the skin.

The astringent lotions offered the skin-conscious female population are many and various. Witch-hazel, eau de Cologne, alum, borax, benzoin, ice, vinegar, lemon juice, and what may be termed the floral waters, such as rosewater, orange flower water and elder flower water, are all astringents.

Toilet vinegar is a mild astringent which also helps to counteract a tendency to a high colour.

Ice has strong astringent properties but should not be used persistently. It serves for a very occasional treatment where excessive greasiness accompanies enlarged pores. It is good, for instance, when making a preliminary onslaught on enlarged pores, and before the regular use of milder astringents. Wrap a piece of ice in cotton-wool or thin flannel and move it gently over the cheeks with an up and outward rotary motion.

The following is a very simple astringent recipe which can be obtained from any chemist. For a greasy skin, 50 per cent witch-hazel, then equal parts of elder flower water, rosewater, and orange flower water. A less greasy skin requires 30 per cent witch-hazel, then equal parts of the floral waters.

A dry skin should not, of course, receive constant astringent treatment, but an occasional application of rosewater stimulates the action of the blood-vessels and gives the cheeks a good healthy colour.

There is one hard and fast rule for all astringents. They may only be used on a clean face. When used during the day these lotions are a sort of hyphen between the cleansing treatment and the application of make-up. The use of astringent before cleaning the face encourages the pores to absorb dirt and stale make-up.

Blackheads are the result of "sick" pores that

have become inactive. This inactivity means that instead of the excretions of the skin being discharged they are detained and so form a "blockage." The collection of grease and dead cuticle becomes hard and rancid until eventually a coil of waste matter is formed which attracts dirt to its surface. Blackheads are not therefore the direct outcome of accumulated foreign matter as is popularly supposed.

The obstruction caused by blackheads enlarges the pores because they automatically expand in their effort to compensate for the blockage of waste matter. Careless cleansing methods are frequently the cause of mischief. All skin defects are alleviated if the internal organization of the body is readjusted and overhauled. This requires a higher standard of cleanliness and careful control of the diet, which includes the ever-recurring prescription of six to eight glasses of water between meals.

The treatment for relieving the pores of their burden must be undertaken with patience and caution. It is important to bear in mind that blackheads have a close relationship with acne. The condition itself forms a favourable breeding ground for the acne bacilli.

In the first place, care must be taken to prevent the skin surrounding the blackhead from becoming damaged and, in the second place, dirt must not be allowed to enter the pore after the blackhead has been ejected.

Blackheads may either be squeezed or pressed out of the infected pore with the aid of a comedone extractor. This is a steel instrument which is designed so that the blackhead is visible through a small hole at the end of it.

If the blackhead is to be squeezed, first clean the affected area thoroughly, using a soapy lather to cut the grease in the pore. Massage the soap into the skin until the lather disappears. Then wipe the skin with a swab of cotton-wool saturated with warm boracic lotion. Cut some boracic lint into small pieces, dip them in hot water, and hold the lint to the blackhead. Renew the lint as it becomes cold. The temperature of the application must not, however, be too great because it is very easy to inflame the surrounding skin or break it. After about fifteen minutes the blackhead should be ready to be removed. Fingers and nails coming into contact with the part under treatment must of course be scrupulously clean. After the last piece of hot lint has been removed, cut two smaller pieces of lint and place one piece each side of the blackhead and squeeze slowly. The blackhead should yield immediately, but if this does not happen, on no account force it by strong pressure lest the skin be broken and infection result. When the blackhead comes out, promptly apply cold boracic lotion. Finally, saturate a piece of cotton-wool with strong astringent—witch-hazel is excellent—and leave this on



ARRANGEMENT OF TOWELS BEFORE TREATMENT FOR
BLACKHEADS ON CHIN

(During treatment the basin must be enclosed so that the steam
does not escape)

* REMOVING BLACKHEADS *

the open pore as long as possible. This is one of the occasions when an application of ice would prove beneficial.

If a comedone extractor is used, begin operations with a generous supply of cleansing cream. Massage this very thoroughly into the skin for a few minutes. The massage movement should rotate round the blackhead. This stimulates the circulation and helps the pores to eject the accumulated waste. Wipe the cream from the face, making perfectly certain all dirt is removed; then steam the affected area for about eight minutes. Only the part of the face under treatment should come in contact with the steam—the rest of the face must be protected in order not to enlarge the pores that do not require treatment.

If the blackheads are on the chin, wrap a dry towel round the upper part of the face. Place the lower part of the face over the bowl containing the boiling water and enclose it with a towel. The same method applies to blackheads on the forehead only. The lower part of the face will need protection while the upper part receives the steam. After the steaming process, dip the comedone extractor in an antiseptic fluid and place the hole in the instrument over the blackhead and press gently. Again do not use force. After the blackhead has been removed, dab the pore that has been evacuated with an antiseptic lotion and apply an astringent pad or ice.

When the blackhead is removed, its size gives an idea of the depth of the glands.

A pad dipped in hot water or boracic lotion may be placed over a stubborn blackhead and fixed with adhesive plaster. Or better still, where it can be conveniently managed, bandage the wet pad on to the face, for if the plaster is carelessly placed or removed, there is a likelihood of the adjoining tissue being damaged.

Another method for obstinate blackheads is the use of "contrast" pads. This treatment consists of alternate applications of hot and cold lint.

A tendency to small blackheads over a large area of the face may be treated with friction. This consists of brushing the inactive pores with a small dry brush. A nail brush is suitable if it is not too stiff, but do not brush too energetically, only just enough to encourage the pores to bestir themselves.

These treatments may seem wearisome, because they need time and patience, but they are preferable to drastic and energetic pinchings and pressings which bruise the skin. Also, if a blackhead is roughly handled or irritated it eventually develops into a pimple.

Whiteheads are perhaps not as unsightly as blackheads but negotiations with them are less simple. There is one great distinction between whiteheads and blackheads: whiteheads must not be squeezed under any circumstances. If a whitehead



REMOVING A BLACKHEAD WITH A COMEDONE EXTRACTOR

* * * WHITEHEADS * * *

is squeezed or pressed it inevitably leads to the skin being damaged.

Whiteheads may be kept at bay by strict adherence to the rules of internal and external cleanliness. They can be dispelled by piercing them with a needle. Sterilize the needle either by dipping it in alcohol or holding it in a flame. After the whitehead has been pierced, avoid any possible chance of dirt entering the pore concerned. Bathe the place that has received treatment with boracic lotion.

As whiteheads may also be due to clogged pores, dry friction is beneficial. Warm water applications, similar to those suggested for blackheads, may also assist to disperse them. If they are very numerous, a doctor should be consulted. A peeling ointment is sometimes prescribed. Mild sulphur lotions also help to alleviate the condition.

CHAPTER SIX

Beauty products: two categories—Information regarding ingredients of beauty products—Beauty routine for the business girl—Beauty routine for the housewife

THE defiant attitude of modern woman towards Nature in the Raw has displaced the old secret fumblings and adventures with powder puff and rouge pot. A bad complexion in these days is by no means accepted meekly as an irredeemable life sentence.

This situation has been met with a bombardment of supplies that tends to defeat its object by bewildering rather than enlightening the woman who demands beauty.

Shop windows, street hoardings and newspaper columns with their exhortations to follow a special high road to loveliness, offer such a variety of skin beautifiers that the average woman succumbs to a purchase in a mood half-way between hope and despair.

Beauty products may be divided into two main categories. The first and most important includes cleansing creams and lotions, skin foods, astringents and skin tonics, in short, preparations that cleanse and preserve the health of the skin. The second category embraces powder, rouge for the lips and

cheeks, foundation creams and lotions and make-up for the eyes and lashes.

Although at least two items in this second category, namely, powder and foundation creams, protect the skin from extremes of temperature, this category primarily serves to cover blemishes and produce illusion.

The first category is of primary importance, because a well-cared-for skin has fewer blemishes to hide and also because make-up is wasted on a neglected skin. The most artistic make-up cannot atone for unhealthy oil glands or enlarged pores. Blackheads are never completely hidden by rouge or powder, however well applied or chosen.

Since the whole gamut of beauty preparations is frequently financially prohibitive, it is well to purchase chiefly for the imperative needs of the skin and to be perfectly certain that the product serves that specific purpose for which it is purchased. An intelligent knowledge of requirements can only be arrived at after an honest diagnosis of the type of skin.

A dry skin has two main requirements: first a good cleansing cream, and next a nourishing skin food.

A greasy skin with its tendency to enlarged pores needs astringent lotions and skin tonics.

The golden rule in the choice of cosmetics is that they should be the very best obtainable. Inferior

products not only fail of their purpose, but invariably harm the skin to which they are so hopefully applied.

Nowadays it is as economical to buy beauty preparations from a trained beauty specialist as it is to make an indiscriminate purchase from an untrained saleswoman.

The qualities and functions of cleansing creams, lotions, skin foods and astringents have been explained, so it may be as well to enlarge upon the qualifications of the second category.

The purchase of vanishing creams and powder foundations needs a certain amount of knowledge and forethought. Many of these preparations contain glycerine and others possess large proportions of alkali. Vanishing creams that have soap or alkali as an ingredient are not suitable for a dry skin. This type of vanishing cream is fairly easy to recognize because it has a tendency to shrink in volume when kept for any length of time.

Glycerine possesses special properties which cause it to absorb moisture from the atmosphere. Although this characteristic makes it particularly effective in obliterating "shine" from the face, it is also one of the causes of make-up becoming moist and sticky. The frantic effort to counteract this effect by covering the face with extra layers of powder clogs the pores and causes considerable damage to the skin. Some manufacturers of vanishing

* * FOUNDATION CREAMS * *

creams state on their labels whether their product includes glycerine. Vanishing cream containing glycerine is less harmful to a dry skin than to a greasy one.

A good vanishing cream should have a smooth consistency and melt on contact with the skin. There is no necessity for applying it lavishly or massaging it into the pores. It should merely be smoothed lightly over the surface of the face.

Vanishing creams contain a very high percentage of water. When they are left exposed to the air the cream cracks and becomes stale. For this reason the jar containing the cream should be covered immediately after use.

A very dry skin can frequently dispense with vanishing cream. A thin layer of skin food may be used instead. For a greasy skin, lotions that have both astringent and adhesive qualities are obtainable. Some foundation is necessary because, if powder is applied directly to the skin, it clogs the pores.

The best powders contain a percentage of rice starch. This is very absorbent and for that reason overcomes undesirable "shine." On the other hand, when it has absorbed moisture, the grains of starch swell and may endanger the health of the pores if powder is applied over stale make-up. If the face is cleaned and the pores of the skin are relieved of powder that has served its purpose, a fresh application of powder is not injurious.

Good face powders have adhesive qualities that make continual powdering unnecessary. They are also easily recognizable because they spread readily and have a fine texture. This latter characteristic is secured by passing the powder through a fine silk sieve, sometimes containing as many as two hundred holes to the square inch. This fineness is very different from the slippery quality noticeable in talc powder. Good face powders can be bought to suit the individual type of skin: their ingredients are especially mixed to suit either a greasy skin or a dry one.

Face powder should not be kept in the bathroom: it needs a dry atmosphere. Moisture not only has a harmful effect on the texture of the powder but darkens certain colours. The colour of powder is sometimes influenced in the same way when it comes in contact with perspiration on the face. This is another very good reason why make-up should frequently be renewed.

There must never be any doubt regarding the quality of rouge for lips and cheeks. The colouring matter contained in them may be as harmless as ochre, which is an earthy substance, or cochineal, which is used in colouring food. On the other hand, it may contain substances which are definitely poisonous. If lipstick has a harmful effect on the lips, it is the colouring matter which is at fault.

Green make-up in the form of eyeshadow or powder should always be bought from a very reliable source, as arsenic is sometimes found in make-up of this colour.

The health of the skin must be considered first in allotting time to beauty routine. A skin defect may take weeks to cure but the special remedy or treatment can be made successful only by persistent daily effort. Also a healthy skin needs less expenditure of time and money in make-up to cover blemishes.

Time is an important factor in the lives of most women. The business girl who must arrive spick and span at her place of business at nine in the morning after a scuffle for a bus or a seat in the train finds it no easy task to secure time for the ritual necessary to keep her figure trim, her skin clean and attractive, and her hair and nails immaculate. This difficulty often leads to hurried and meaningless applications of powder and rouge which it is hoped will cover the multitude of sins of omission against the face and body.

This book does not include advice on morals or conduct, but in the great cause of beauty, reference to early rising cannot be avoided. With the best will in the world, exercises, baths and grooming need time as well as good intentions. Judgment must be exercised in apportioning time during the morning toilet. Apart from the cleansing processes

and functions, a decision must be made as to the defects needing most attention or the beauties that need most pampering.

If cleansing cream is the process for the cleansing treatment, immediately on rising, cover the hair with a small towel or butter muslin square and smooth the cream into the face. A rubber cap is not advisable because it invariably leaves a hard red line near the hair line. While the cream is doing its work loosening the dirt, exercises can be performed, the teeth cleaned, or the general ablutions carried out. Contact with water should be a reminder of the daily requirement of drinking water. If possible devote a few minutes to the oxygen supply of both the skin and lungs. The stretching movement given in Chapter II serves this purpose.

Devote five minutes to exercising muscles that have become slack or those that are little used during the day. Prolong this five minutes if the day is to be spent at a desk without a preliminary walk to the bus or station or place of employment.

Whenever possible eat the morning meal before applying make-up. This not only gives the pores extra time to breathe freely, but a few minutes may be saved that would be spent in retouching the lips and giving an extra flick with the powder puff. Also the time spent at the dressing table after breakfast is better for the digestion and other functions than scurrying along the street.

If a cotton wrap is worn over the frock while the make-up is being applied, the neck of the frock or jumper is protected from sharing powder intended for the face. The following advice is no doubt heresy to the average beauty-conscious woman, but if there is not sufficient time to apply make-up correctly, dispense with it. Nothing can be more unforgivable or hideous than erratically applied eye-shadow or rouge.

When time is short, vaseline on the eyelids and lashes is more easily applied and is infinitely more attractive. If the world cannot be faced with the natural pallor and moments are scarce, use a more colourful face powder.

Handbags are always well supplied with make-up. It is therefore assumed that time is found for their use. Add a small tube of cleansing cream if the skin is dry or a pocket-size bottle of cleansing milk if the skin is inclined to be greasy. Better still, have a supply among the miscellaneous properties at the place of employment. If this book has so far served any purpose, no additional make-up will come in contact with the face until one of these products or a substitute has been used.

The walk to the station or bus route can be utilized so as to have its maximum value by correct use of the limbs as explained in Chapter I. If the knees and feet are properly used, concentrated movements for them can be excluded from the "morning dozen."

Do not spoil the effects of the morning exercises by allowing the muscles to become slack while sitting at the typewriter or poring over account books. The weight of the body should be borne by the thighs, not by the bottom of the spine, which happens when the body is balanced on the edge of a chair. If the body is well placed when sitting down, it is easier to carry on the good work of keeping the chest and abdomen up, and so continue the beauty routine throughout the day.

The housewife is dictator of her working day, and can therefore make her own arrangements for the necessary beauty routine. This may be the reason why they are invariably neglected because of indefinite procrastination. Or perhaps this neglect is due to the fact that her position is more secure. At any rate she is less likely to be given such short notice of dismissal if her appearance shows signs of neglect.

Her morning toilet may not be the smooth performance of her ideal, as it is unlikely she will be an early occupant of the bathroom. The various services claimed from breadwinners also cause postponement of the complete toilet.

It is therefore important for the accomplishment of good resolutions that one period daily be set aside for the care of the skin, general grooming and exercises, and another weekly or bi-weekly period for special beauty treatments.

* * BEAUTY ROUTINE * *

Many of the ordinary household duties, such as wielding the humdrum floor mop, may be transformed into exercises for beautifying the hips and waist. This exercise can be performed by drawing the figure into an erect position as the mop is brought towards the body. Bedmaking is good exercise if the mind can concentrate on avoiding the continual stoop considered essential for this duty.

However well provided with domestic help, few women engaged in the efficient management of a house can avoid risks to the beauty of the hands. Rubber and house gloves are a commonplace, but even with these protections, it is wise to provide a daily antidote against incidental injuries. Give the hands a daily treatment with skin food or oil and then don "sleeping gloves." This treatment can very well take place during the time devoted to the "daily dozen."

CHAPTER SEVEN

*Make-up—The application of rouge; how it influences the shape of the face and complexion—Powder: how it influences the shape of the face and complexion—
The right way to make up the mouth—The right way to make up the eyes*

GOOD make-up is the art of presenting to the world at large a face that has been specially prepared to meet it. Unfortunately, a walk through a busy thoroughfare reveals a pathetic ignorance of its technique. The idea seems to prevail that so long as the face is not naked, anything that covers it is suitable. Instead, therefore, of the illusion of good looks which make-up should produce, grotesque complexions challenge the eye.

As ignorance concerning the position of rouge on the cheeks, and the particular shade chosen, are the cause of the majority of these misdemeanours, it may be well to deal with this item of make-up first.

There are three forms of rouge: liquid rouge, dry rouge in compact form, and cream rouge.

The application of liquid rouge requires great skill. It should be applied to the face with the fingers, though sometimes it is advisable to wet the cheeks before the colour is applied. It possesses the advantage of producing a very natural effect, but

it is not suitable for a skin with large pores. It should be applied before powdering the face.

Powder-compact rouge is used after powder has been applied to the face; that is its outstanding merit. With other forms of rouge, if the quantity of colour is excessive or inadequate, the complete make-up must be removed before a fresh application of colour can be made. Inferior qualities of dry rouge fade in the sun.

Cream rouge is favoured by beauty specialists, because it gives a soft and natural finish, besides which two shades can be blended to produce desired effects. It is less harmful to the skin than liquid or dry rouge. The great advantage of rouge in this form lies in the fact that exactly the same colour can be used for both lips and cheeks. This qualification is essential for a perfect make-up. As the colouring of the cheeks must remain paler than that of the lips, a correct colour relation may be obtained, thus ensuring perfect harmony and blending.

The colour and shade used for either lips or cheeks can only be discussed as an item of the whole general colour scheme. Its application to the face, however, demands separate and individual attention and technique.

Rouge should never be placed low down on the cheeks. This produces a heavy and ageing effect, and in the case of a double chin accentuates the defect.

* * THE WAY TO BEAUTY * *



APPLICATION OF ROUGE ON CHEEKS

- (A) Method for round face
- (B) Method for long thin face

On a narrow thin face, rouge should be applied high up on the cheek-bones, and then shaded away from the nose and centre of the cheeks towards the

POSITION OF ROUGE ON CHEEKS

temples, where the colour should be scarcely discernible. No rouge should be applied directly to the hollows which are likely to occur in this type of face, but should be shaded round them.

For a face with high cheek-bones, the colour should be made to encroach more on the centre of the cheeks. Place the rouge on the cheek-bones, and then shade the colour towards the nose and fairly low down on the cheeks, but not below the nose. This type of face needs very little colour. It generally has very attractive "line," and too much rouge may easily detract from its good bone formation. In this respect it resembles the oval type of face.

Oval is the ideal shape and, whenever possible, an oval face should be kept free of rouge. If the skin is a bad colour, apply rouge in a triangular manner, shading the colour so that it has a deeper tint in the centre of the cheeks and fades away almost to a point towards the lower part of the face.

On a round full face, apply the rouge to the cheek-bones and then shade towards the nose and into the full part of the cheeks.

All colour on the cheeks should fade away into "nothingness." A hard boundary line of rouge is one of the unforgiveable sins in the make-up.

Apply less rouge if the eyes are small. Vivid colour will detract from their value.

For special occasions, a charming effect can be gained by adding a suspicion of a deeper shade of

rouge to the centre of the main colour. The deeper shade must be shaded so that it becomes part of its background. This adds a glow to the cheeks and produces a very natural-looking effect.

Rouge may be very lightly shaded under "baggy" eyes. This is also a useful camouflage for wrinkles under the eyes. Rouge placed under the chin, so that it is scarcely noticeable, assists in disguising a double chin.

The colour of rouge must harmonize with the powder used with it, and both must be influenced by the colour of the hair, eyes, and skin.

Fashions change in make-up as in other things. The modern tendency towards deeper and richer tones for blondes as well as brunettes makes for safety, especially in the matter of powder.

Powder appears lighter on the face than when seen in bulk in a box or bowl. Its colour value should be chosen to suit the chin and forehead.

Powder, as well as rouge, can be used to influence the shape of the face. This is done by using two shades of powder so that they blend. For instance, if there is a tendency to heaviness in the lower part of the face, and if the chin is prominent, a darker tone can be used for the chin and jaw. This must be well blended with the lighter background of powder, on the most prominent part. If the darker tone is at all obvious, however, the heaviness would be exaggerated.

When the jaw line is fleshy, a lighter tone blended into the make-up on the edge of the jawbone gives a finer outline. This idea can be applied to other parts of the face. When the nose is too broad, for instance, a darker shade of the same colour placed at the sides of the nose helps to give an effect of narrowness. A lighter powder at the sides of the nose would have the effect of making the nose more prominent.

A lovely forehead can be emphasized if a lighter powder is used for it than that employed for the rest of the face.

Powder can be used to minimize colour in the cheeks, just as rouge may be used to produce it. The unlucky possessor of a red nose can, by using green powder on the nose, make this defect less obvious.

Green or mauve powder should be used to subdue a florid complexion. Too much colour submerges the beauties of the face, because the vividness of the cheeks draws attention away from them.

Mauve or green powders are of great service to platinum or Nordic blondes, when the complexion is too pink because the colour of the skin contrasts too strongly with the pale colouring of the hair. On the other hand, if the complexion that goes with very fair hair is too pale, the contrast is too weak, therefore the deep ochre powder usually worn by brunettes should be used.

Make-up for the humdrum routine of everyday life should be different from that adopted for special occasions when the innate desire of most women to shed glamour may be indulged.

Colour on the cheeks should be more vivid in artificial light than in broad daylight.

Red clothes demand discreet make-up, especially as regards rouge. Cheeks and lips must agree with the dress.

Emeralds, or other green ornaments and clothing, make red lips and cheeks appear brighter. On the other hand, red ornaments, such as rubies or garnets, detract from the colour in make-up.

Black clothes demand a vivid make-up; the same applies to white or grey clothes.

It is impossible to lay down hard and fast rules for make-up colour schemes and combinations, because faces and complexions are as varied as the flowers of the field. Only a rough guide can be given.

The colour of the hair and eyes needs as much consideration as the skin.

Red hair demands orange powder and rouge, if the eyes are green, hazel, or brown. Dark red, or hennaed hair with blue eyes, needs a warmer tone both in rouge and powder. Rose-coloured rouge should be used, if the skin accompanying red hair is very white and the eyes blue.

Although brunettes generally adopt carmine rouge and Rachel powder, the fair-skinned Irish

* MAKE-UP COLOUR SCHEMES *

type with dark hair and blue eyes can obtain a very good effect with carmine rouge and the Naturelle powder favoured by blondes.

The dark-skinned brunette must choose powder with great care. Dark Rachel or ochre is safe for this type.

Sallow complexions more than any other send out a silent prayer for help. The rouge should depend on the colour of the hair and eyes, but the powder, which is of great importance where sallow skins are concerned, should be of a warm pink, or peach colour.

Frequently, fair-haired women affect the olive complexion and colouring of the brunette. For the Nordic or platinum blonde, Rachel powder produces this effect if worn with a very light coloured rouge.

A sun-tan make-up can be obtained for blondes by using orange rouge and sun-tan, or mauresque powder, or a dark shade of ochre. Otherwise, a golden-haired woman with lily-white skin requires light-coloured rose rouge and blonde powder.

Copper-haired women with brown eyes and very fair skin (the freckled type) need a delicate coral rouge and cream-coloured or Naturelle powder. Coral should also be worn on a fair skin when it accompanies white hair, but the powder should be pale pink or peach.

When applying powder to the face, the puff

should be very plentifully supplied. Proceed from the neck upwards; this method prevents the formation of a mask. Press the powder into the skin and do not rub the face with the puff. A few grains of powder flicked over the face is not only ineffective as make-up, but gives a patchy result. After the powder has been generously applied a complexion brush should be used. This removes the powder from the hollows of the face, and gives a smooth finish to the make-up.

Liquid powders are very popular and are an excellent foundation for evening make-up. They give a matt surface to the complexion and render great service to greasy skins. They also assist in toning down a high colour on occasions when green or mauve powder is not appropriate.

Mouths share the quality of eyes. They possess the power of expressing thoughts and emotions. Character and personality are stamped on the lips for all to see. Make-up applied to the mouth not only gives it colour—that is its most obvious function—but it should accentuate beauty of shape and disguise lack of it.

The upper lip should be painted more generously than the lower lip. Even when the under lip is thinner than the top lip the latter requires more colour, because the light falls on the lower lip and makes it more noticeable.

* * HOW TO USE LIPSTICK * *

Place one finger directly under the centre of the under lip, so that it is pulled slightly apart from the upper lip. This gives control of the part to be painted and avoids a smudgy surface. It also prevents the outer surface of the lips being painted more than the inside, which produces an ugly effect since the inner surface is often seen when the mouth is in movement.

When the mouth is not beautiful, do not paint it vividly. Nothing is more forbidding than a crimson streak of thin small lips or highly coloured thick lips that seize the attention. Thin lips can be made to appear more generous by using colour to thicken the outline. Apply rouge to the centre of the upper lip in two small patches, then press the lips together and draw them inwards so that the colour covers the under lip. Thicken the line on the upper lip to the desired shape with the flat end of an orange stick.

If the mouth is thin and wide, apply a deeper shade of rouge to the very centre of the lips than that used for the rest of the mouth, so that the make-up is heavier in the centre. The deeper colour should merge into the rouge at the corners of the mouth.

Never extend the colour beyond the outer edges of the mouth in the hope of widening it. This merely presents a grotesque effect when the face is seen in profile. Neither leave the sides unpainted. This may help to make the mouth appear smaller

when it is in repose, but the effect is not good when the lips are used for laughing or talking.

To form a "Cupid's Bow" draw the little finger down the centre of the upper lip after the rouge has been applied.

For thick lips, apply powder in cream form to the lower part of the bottom lip, then apply the rouge, and paint a clean outline on the upper lip with an orange stick. Give the top lip an extra application of rouge, apply the colour very sparingly to the under lip, and draw a line with the orange stick above the powder cream foundation.

Examine the inside of the lips when deciding on the colour of lipstick. If the flesh is a clear pink, do not choose a carmine lipstick.

When the mouth is beautiful in shape and expression, paint it with clear outlines. It gives colour to the face and is a joy to behold.

So much can be said and quoted about eyes. They may be "The windows of the soul," but the soul appears to better advantage if the eyes are made up with skill.

Eye-shadow, which is the principal item of make-up for the eyes, may be dry or in the form of cream. Dry eye-shadow is applied with a pencil after the face has been powdered. Eye-shadow in cream form may be applied either before or after the face has been powdered.

Do not use eye-shadow that is darker or even as dark as the colour of the eyes. There is no reason, for instance, why deep black eyes should be shaded with black eye-shadow. A very dark blue or green eye-shadow gives them a luminous effect and adds to their colour value.

Eyes contain a variety of colour and differ at night from their appearance during the day. Blue eye-shadow for blue eyes is the accepted rule, but mauve or green eye-shadow when worn at night sometimes adds depth to their colour.

The choice of eye-shadow for hazel eyes may range from greyish blue to brown during the day. At night jade green is very attractive, especially if the eyes are large.

Brown eyes need a very light brown eye-shadow for day wear, but blue or green may be worn at night.

Normally, eye-shadow should be heavier near the bridge of the nose, and shaded beyond the lids so that it is scarcely noticeable.

Eye-shadow should be used very sparingly on small eyes, and the colour of the shadow should be very much lighter than the colour of the eyes.

Small deep-set eyes, which invariably have a beautiful expression, may be made more noticeable and appear larger if the shadow is applied to the top part of the upper lid only, immediately under the eyebrow, and shaded away from the centre of

* * THE WAY TO BEAUTY * *



APPLICATION OF EYE-SHADOW

- (A) Method for small, deep-set eyes
- (B) Method for large eyes

the lid. Increase the heaviness of the shading in this case as it leaves the centre of the eyelid.

To make small eyes appear larger, draw a line around the eye with an eyebrow pencil and extend

* * * E Y E - S H A D O W * * *

the line a very little beyond the outside of the eye, then smear the line lightly with the little finger just enough to make the line indefinite, so that the eye is brought into "relief."

The shape of the eyes can be altered in the same manner. Almond-shaped eyes in these days are greatly admired. This shape can be produced by lengthening the line of the lids with a pencil and then shading the pencilled line in an upward direction.

Large eyes may have shadow applied to the whole of the upper eyelid. If the eyes are prominent, the shading on the lower part of the lid should be comparatively heavy.

Stage make-up for the eyes receives a finishing touch by adding a spot of rouge to the inner corner of the eyes. This is especially effective for small eyes, but should only be adopted for make-up under artificial light.

Place the shadow well away from the nose if the eyes are too near one another, and extend the shading out towards the temples.

It is very rare for eyes to be set too far apart. If the eye-shadow is placed near the bridge of the nose the eyes appear to be nearer one another.

CHAPTER EIGHT

Prevention and treatment of double chin—Exercises and treatments for the breasts—How to disguise badly shaped legs and other physical defects—Superfluous hair

TO the most confidently beautiful woman the “double chin menace” for ever skulks around the corner, and to many young girls it is an enemy against which a constant battle must be fought.

A double chin can be kept at bay, however, by persistent exercise and stimulating treatments for the muscles.

Before taking remedial measures acquire the habit of holding the head erect; this keeps the muscles taut. When in a sitting position keep the chin from drooping because this allows the muscles to sag.

Fortunately the chin is favourably placed for effective exercises, because the jaw-bone, which is the only bone in the face that moves, can be brought into action to strengthen sagging chin muscles.

The following exercises strengthen the muscles of the chin and assist in maintaining a clean jaw line.

EXERCISE 1. Begin with the head erect. Thrust the chin out as far as it will go—then with the chin in the same position draw the head in and

* DOUBLE CHIN EXERCISES *

back. Repeat this exercise six times and increase the number of movements to a dozen times as the muscles become stronger. Relax between each movement.

EXERCISE 2. With the muscles of the neck held taut and chin down, move the head very slowly round as far as possible to rear of right shoulder. Return to normal position. Relax the muscles, and move the head over to rear of left shoulder. Repeat this exercise six times and increase to twelve.

EXERCISE 3. Throw the head well back, open the mouth very wide, then keeping the head in this position imitate the movement of a long and leisurely yawn. Repeat this exercise six times and relax between each movement.

A simple but very effective exercise for both chin and jaw—especially for a receding chin—is to move the jaw-bone out as far as it will go, then allow it to fall into its natural position.

To stimulate the circulation and to strengthen the muscles, slap the flesh beneath the chin with the back of the hand using short direct movements. A rubber patten can be used, but this method is only necessary when flesh has been permitted to accumulate. Cover the patten with cotton-wool which has been saturated with astringent lotion. The astringent should be of stronger quality than

that used for the pores of the face. Eau de Cologne or undiluted witch-hazel are each effective in these circumstances. The cotton-wool can be kept in position on the patter with a rubber band. A pad of cotton-wool that has been soaked in astringent can be applied to the loose flesh and kept in place with a chin strap or by a strip of butter muslin placed round the face and tied on top of the head. A home-made chin strap can be procured by sewing half a yard of 3 in. elastic together.

Ice wrapped in flannel makes a stimulating treatment if used judiciously.

Kneading massage movements are good and can be safely performed by the amateur. Just press the thumb and forefinger alternately into the flesh under the chin, keeping the thumb and finger close together.

Whether the chin and jaw have lost their purity of outline or not, cold water patted or sprayed on to this part acts as a preventative as well as a cure for flabbiness.

Treatment for the Breasts

Contemporary fashion is merciless towards imperfect breasts. Fortunately where this part of the body has lost its firmness of contour, brassières act as a heaven-sent disguise. Such imperfections as exist, however, may be alleviated by treatments and exercises which must be carried out, and



"KNEADING" MOVEMENT FOR DOUBLE CHIN

* EXERCISES FOR THE BREASTS *

performed, with punctilious regularity, if they are to be effective.

EXERCISE 1. Lie face downwards with the hands placed directly under the shoulders and the palms of the hands firmly placed on the ground. Gradually push the body upwards. The lower part of the body must not move. Relax, and return to first position. Full benefit can only be obtained from this exercise by keeping the shoulders well back.

EXERCISE 2. Place the hands on a wall with arms stretched upwards as far as they will reach. Stand a few inches away from the wall, and gradually move the body until the chest comes in contact with the wall. Then move slowly backwards. Perform these exercises six times.

Swinging the arms round the head in a complete circle is a very simple but good exercise for retaining the contours of the breasts.

To stimulate and strengthen the muscles of the breasts, stand erect and slap beneath them with a corner of a cold wet towel, then use an upward movement with the hand and splash with plenty of cold water.

Taut abdominal muscles assist in maintaining taut breast muscles.

Swimming is the best beauty treatment for undeveloped breasts and a flat chest. When

opportunities for swimming are unobtainable, the movements used by the body when actually swimming in water should be used as an exercise. Balance the body across a chair, and imitate the arm movements used in swimming.

An undeveloped chest benefits from deep breathing exercises. Practise the exercise given in Chapter I and inflate the chest cavity in particular.

A popular exercise for undeveloped breasts and a flat chest is to stretch the arms out parallel with the shoulders, with the palms of the hands touching one another, then swing the arms backward as far as they will go. This movement should be performed quickly—almost with a jerk.

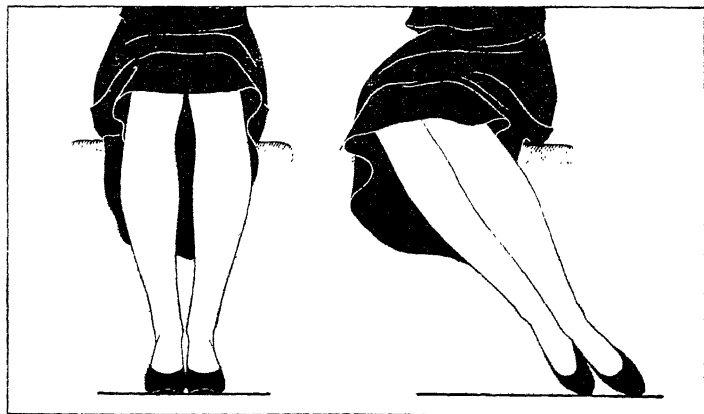
The exercises for undeveloped breasts can be supplemented by massage treatment with olive oil. The massage should be performed very gently in an upward and outward direction.

Disguising Bow Legs

Legs which do not conform to ideal symmetrical standards are the cause of many unhappy moments. Knock-knees are generally hidden, but except for formal occasions when skirts may be worn long, bow legs must bear the full brunt of public scrutiny. Since bow legs are mostly in evidence when they are placed side by side, this should not be allowed to happen. Always stand with one foot slightly in front of the other.

* * BADLY-SHAPED LEGS * *

When the figure is in a sitting position, bow legs may be disguised by placing the feet and knees together and then sliding the knees sideways, so that one foot is supported by the little toe and the other



DISGUISE FOR BADLY-SHAPED LEGS

by the big toe. In this attitude the legs meet from ankle to knee, just as they would if the legs were straight. Some strain will be felt at first, but there is little doubt that the victim of bow legs will consider the slight discomfort very worth while.

If the legs are stretched well out in this position, they appear longer.

Dressing to Disguise Physical Defects

The principle of creating illusion, which is procured for the face by make-up, can be applied to

the figure. Clothes, like paint and powder for the face, can disguise physical shortcomings and emphasize good points.

Short fat women can add to their height, and minimize their width, by discriminating choice in dress. Whatever the prevailing fashion, they must observe certain hard and fast rules. It is well-worn knowledge that clothes for the short and plump, who wish to delude the world concerning their proportions, should fall in long straight lines. Frequently, however, this line is broken if wide sleeves are worn, because the width of the sleeves carries the eye across the figure. If the sleeves are of a lighter colour than the dress, the broadening effect is increased. When sleeves of a different colour cannot be avoided, the brighter colour should be used for the vertical line of the dress, and the darker colour for the sleeves. Sleeves should not fit tightly on a fat arm, neither should they be three-quarter length. If buttons are used as trimming, they should produce a continuous line from the top to the bottom of the garment.

When vertical tucks are used in clothes to be worn by a short plump figure, they should be arranged at narrow uneven intervals. If they are placed at wide regular intervals, the eye is attracted to the spaces between the tucks.

Belts, especially if they are of a colour different from that of the garment with which they are worn,

CLOTHES AND PHYSICAL DEFECTS

also guide the eye across the figure and therefore accentuate width.

For the type of figure under discussion, the neck line should be "V" shaped, and especially if the neck is short, without frills and ruffles. Tight necklaces do not suit fat necks.

When ear-rings periodically become fashionable, the short plump woman should choose long ear-rings. Evening dresses can still be charming, even though flowers on the neck and shoulders or in the hair have to be avoided. A long floating line of soft material from the shoulders to the feet, can be responsible for many beautiful effects. An unbroken diagonal line is the most flattering.

A blouse or jumper darker than the skirt with which it is worn, is a kind fashion to the girl who is too generously proportioned above the waist. Tucks on the shoulders are also very helpful.

Although the "streamline" effect may be the envy of the short plump woman, clothes for extremely thin and tall figures require special attention to prevent an ungracious and angular appearance. Roughly, the lines for this type of figure should be the reverse of those suitable for the short plump type.

Vertical lines are unnecessary. Large collars, ruffles and round-necked frocks are flattering. Armholes may be wide, and when flowers are fashionable as trimming, they should be worn,

because they detract from the tendency to angularity, especially if worn on the neck line or on the shoulders.

Ear-rings should not be of the pendulous kind; large "button" ear-rings are more flattering. Belts, bows, and sashes, when these are smart, all suit the tall slim figure.

Fashion is kind to ugly legs for evening wear, but during the daytime, and especially with sports' wear, they are only too obvious to the unfriendly critic.

When uneven hem lines are fashionable, they should be rushed into service, especially when floating draperies and panels are the vogue for afternoon wear. Otherwise dresses and skirts should be pleated or provided with godets. Tight skirts accentuate thick legs and ankles.

Removing Superfluous Hair

The only hope at present for the permanent cure of superfluous hair is electrolysis. The success of the cure, however, depends on the skill and knowledge of the operator. Unsightly scars may result, and the operation itself prove unsuccessful, unless the work is carried out by a person with the very highest qualifications.

Highly skilled knowledge and workmanship are expensive. To many victims of superfluous hair the hope of a permanent cure must be postponed into the hazy future.



REMOVING SUPERFLUOUS HAIR WITH WAX

(Acknowledgments to M. Louis (Beurrir), 28 Orange Street, W.C.1)

Meanwhile, the hairs should not be pulled out; this method splits the hair at the root, so that two hairs instead of one eventually make their appearance. Shaving strengthens the growth and when the hairs grow again, they are coarser than ever. Application of hydrogen peroxide bleaches the hairs and makes them less obvious.

The only other methods available are chemical depilatories which temporarily remove the hair by rotting it, so that it can be wiped off the skin, and that practised by the application of hot wax. The wax is heated in a small container and placed over a saucepan of hot water. The water should cover the bottom of the container but must not come into contact with the wax itself. Clean the surface from which the hairs are to be removed with hot water or cream. Then apply the melted wax with a brush, in the same direction as the growth of the hair. When the wax has "set," stretch the skin with one hand and with the tip of the first finger and thumb of the other hand, peel the wax from the skin with a swift clean movement. The hairs will come away with the wax. Bathe the part that has been treated with warm water and apply some soothing cream.

CHAPTER NINE

*Home beauty treatments—Movements for self-applied face
massage—Packs and masks for greasy or dry skin
—How they are mixed and applied*

THERE are occasions in the life of every woman when the mirror mocks and the reflection evades any attempt at reconciliation or flattery. One early spring day perhaps the sun reveals a discoloured muddy-looking complexion—sagging muscles and lines that are at first indignantly repudiated. Ultimately of course the truth must be acknowledged that the mirror is not entirely at fault, and that extraordinary remedies are necessary.

Providing the imperfections are due to external causes, such as exposure to fog and grime, extremes of temperature, or general neglect such as may follow an illness, massage and external applications of packs and masks can do much to improve the texture and appearance of the complexion. If unhealthy internal conditions are the cause, external applications and treatments are a waste of time and energy.

Home treatments cannot be as effective as treatment given by a person educated in the science of the functions of the skin, and experienced in distinguishing its special idiosyncrasies and requirements. This applies to massage in particular.

* SELF-APPLIED FACE MASSAGE *

Certain simple movements may be used, however, which stimulate sluggish circulation and therefore assist the glands of the skin to perform their functions. In particular, massage helps to loosen dead cuticle and if constantly carried out delays the formation of wrinkles.

Treatment in a beauty parlour is arranged so as to ensure complete relaxation of the client. As far as possible this atmosphere should be imitated. Place the creams, lotions and materials for the pack or mask so that they can be applied leisurely. Choose a comfortable chair and place the mirror at a convenient angle.

All movements for face massage follow an upward and outward direction. The movements for a self-applied massage are naturally different from those used by an individual who has full control of the facial muscles of another from behind a chair.

The preliminary to any beauty treatment, whether undertaken at home or administered in a beauty parlour, is a thorough cleansing of the skin.

Protect the hair from grease or any of the materials used in the packs or masks. Where the hairline projects, insert small pieces of cotton-wool between the hair and the head covering.

After the face has been cleaned, apply massage cream or skin food to the face with the two middle fingers. Smooth it on to the forehead, under the chin and jaw-bone and on to the cheeks.

Begin the massage treatment on the forehead. Place the thumbs at the sides of the head, in a similar position as for the cleansing treatment with cream, then place the two middle fingers on the bridge of the nose, and massage towards the temples with an up and outward movement. Smooth some skin food on to perpendicular wrinkles between the eyes and stroke across the wrinkles towards the eyebrows.

To treat the line that may have formed from the nose to the mouth, support the cheeks by placing the thumbs each side of the jaw-bone, and using the first finger, massage on the line itself, from the mouth upwards, with small outward rotary movements, while taking great care not to stretch the skin. With the thumbs in the same position, use the two middle fingers and massage the cheeks. Begin on the chin, and finish at the temples, again with outward and upward rotary movements.

Frequently the skin in the crevices of the nostrils becomes clogged and inactive. With the right hand raised so that it rests against the forehead, place the first finger on the left nostril and the thumb on the right, and while supporting one nostril, gently but firmly massage the other. This treatment releases a surprising amount of dead cuticle.

Next place the two centre fingers just below the ears and, using the cushions of the thumbs, stroke from under the chin to behind the lobes of the ears,



TREATMENT FOR CROWSFEET ROUND THE EYES

* FACE PACKS AND MASKS *

or alternatively place the thumbs behind the ears and massage from the centre of the chin with the fingers. This latter method has a stronger action but necessitates rather an awkward and tiring position for the arms.

To treat "crowsfeet" or lines which may have formed between the eyes and temples, support the cheeks with the thumbs and massage gently with an outward rotary movement on the lines.

If the massage treatment precedes make-up, remove every trace of cream, and close the pores with a suitable astringent, but if a pack or mask is to be used, simply remove the cream.

Face packs and masks serve as special nourishing, bleaching, healing, or astringent treatments.

The pack or mask must be chosen, mixed and applied to suit the special characteristics and requirements of the skin. For instance, an oil mask would be as detrimental to a greasy skin as a strong astringent mask or pack would be to a dry skin.

Mud or clay packs suit the greasy skin. In this country the best and most popular form of mud is fuller's earth, which comes from Reigate. Radio-active packs are made from mud taken from the river St. Gellert. Special qualities are also claimed for mud packs made from clay from La Toja in north-west Spain.

To prepare a mud or clay pack for a greasy skin

with large pores, make some fuller's earth into a smooth paste with equal parts of witch-hazel and rosewater, to which a few drops of eau de Cologne have been added. Mix the liquids together before moistening the mud. A pack with stronger astringent properties can have camphor water as a substitute for the rosewater, or a larger quantity of eau de Cologne and a few drops of benzoin, but experiment with the milder pack first. A variation of this pack for the same type of skin is made by mixing the mud with equal parts of 10 vol. peroxide and witch-hazel. This pack would serve as a bleach as well as an astringent treatment.

After the hair and clothes have been protected, prepare a bowl of hot water, and place this conveniently at hand together with a towel or butter muslin in readiness to remove the mask. Also cut some cotton-wool into two pieces for eyepads and saturate them with boracic lotion or rosewater.

Apply the pack with a bone spatula or with the flat side of the handle of a tablespoon. Spread the mixture on to the neck first of all and gradually work upwards. Do not allow any of the pack to reach the eyes. Beauty specialists always protect the eyes with pads before applying a mask of this description. This of course, cannot be done with a self-applied pack, but the fact should be borne in mind.

Take great care to spread the pack evenly. Extra weight on one part of the face would drag the skin

* FACE PACKS AND MASKS *

and stretch it, so counteracting the good effects of the treatment.

When the face and neck are covered by the moist clay, lie down and cover the eyes with the eyepads. Do not move the muscles of the face, but lie perfectly still until the pack is dry. A "drawing" sensation is experienced when the pack begins to work.

Remove the mask with the towel or butter muslin and the water, which should be just warm by this time. Do not rub or hurry during the process.

Almond meal and toilet oatmeal are two other serviceable foundations for packs.

Choose almond meal for a dry sensitive skin and oatmeal for a greasier complexion. Or mix equal proportions of almond meal and oatmeal if the skin is normal, and requires a special stimulant or nourishing treatment.

An oatmeal mask for a greasy skin may be mixed with witch-hazel to serve as an astringent treatment. This is more easily applied than the clay or mud pack. It can be spread on the face with the fingers, or a soft brush is good. Again take great care to distribute the pack evenly.

Mix the oatmeal with a well-beaten fresh egg if a nourishing as well as an astringent mask is required. The white of the egg will by its astringent action tighten the muscles and close the pores. If milk or lemon juice is mixed with the oatmeal, this mask serves as a bleach as well as an astringent treatment.

Nourishing masks for a dry or tender skin are made by mixing oil or the yolk of egg with almond meal. Either almond or olive oil is suitable, but if olive oil is used, add a few drops of lemon juice to counteract the tendency this oil has to darken the skin.

No good purpose is served by plastering the face with heavy layers of either meal or mud mixture. While the pack covers the face, the skin is temporarily denied access to the air. This forces the blood to the face and stimulates lazy circulation and inactive pores. But do not suffocate the skin by leaving the pack on the face for long and indefinite periods; fifteen minutes is long enough.

Liquid masks can be used for either type of skin. Warm oil can be used as a liquid mask for a dry skin, and gives very good results when applied to a skin which may be suffering from injuries caused by the use of strong alkali soaps or from exposure to strong sunshine or rough winds. Cut some butter muslin into strips and dip these into the oil and place them on the face and neck. This type of mask may be applied near and around the eyes. It can also be left on the face longer than the heavier meal or clay masks. Twenty or thirty minutes is long enough, although a longer period would not be harmful. Remove this mask with pads of cotton-wool or butter muslin, and complete the treatment by applying one of the mild astringents, such as rosewater or orange flower water.

* FACE PACKS AND MASKS *

Another mask for a dry skin is composed of yolk of egg well beaten up with two tablespoonfuls of either warm olive or almond oil, or a tablespoonful of each could be used. Apply this mask with a soft brush to the face and throat, and allow it to remain on the skin for about twenty minutes. Remove the mask with pads of cotton-wool which have been dipped in warm water and finish with a mild astringent.

A liquid mask for a greasy skin can be made by dipping a piece of butter muslin into astringent and applying it to the face. The butter muslin must be cut to the size and shape of the face with two holes left for the eyes and one for the mouth. Protect the eyes from the astringent by placing cotton-wool pads dipped in boracic lotion or rosewater on the eyes, while the mask is taking effect. This mask can be left on the face for about ten or fifteen minutes according to the strength of the astringent.

Another effective astringent mask is produced by painting the white of an egg on the face and neck with a soft brush. This can be left for about ten minutes. Remove the egg very carefully with warm water. The yolk of the egg may be applied over this mask, and provides a nourishing as well as an astringent treatment. Allow the yolk to remain on the face for half an hour. Remove it with cotton-wool and warm water.

Great claims are made for the healing properties

* * THE WAY TO BEAUTY * *

of yeast packs. They especially benefit a skin addicted to pimples. The yeast must be fresh and used on the same day as purchased. Mix three tablespoonfuls of yeast into a creamy paste with milk and a little water, or a few drops of peroxide. Apply the yeast evenly and then protect the eyes with pads of cotton-wool. Fifteen to twenty minutes is sufficient time for this pack to take effect.

Honey with milk is an old-fashioned skin beautifier that has stood the test of time. Stir some clear honey with a little milk and spread it over the face. Remove this with warm water and finish with a mild astringent.

Packs and masks are emergency measures for occasional use, and should in no way take the place of regular cleansing or beauty treatments.

CHAPTER TEN

Care of the Eyes—Exercises and treatments for preserving the youth of the eyes—Treatments for lines round the eyes—The acquisition of lovely eyelashes—Eyebrow shaping versus eyebrow plucking

EYES are the index of the complete individual. Their expression indicates the quality of the mind and their physical appearance the condition of the body. Healthy expressive eyes may be the redemption of an otherwise commonplace face, but if the eyes are strained or otherwise unhealthy the expression is obscured. Unless perfect features are the background for beautiful eyes, the face lacks essential loveliness. Mental strain, lack of sleep, imperfect functioning of the body, all detract from the beauty of the eyes.

Nature has made elaborate arrangements for the protection of the eyes, by providing them with a bony structure called the orbit, which together with the bridge of the nose, protects and supports the eyes.

Light is admitted to the interior of the eye through the pupil, the dark space that perforates the centre of the iris. In a strong light the pupil contracts so as to shut out light. When too little light is present, the muscles near the margin of the pupil relax, so that the pupil opens widely or dilates. In

this way the pupil performs the important function of regulating the light admitted to the eye. A flickering light is harmful, because it causes the pupil to dilate and contract alternately and produces unnecessary fatigue. Working on a highly polished or glazed surface produces the same effect, although of course in a much smaller degree.

A white light is more dazzling and tiring to the eyes than any other. A yellow light is recommended by oculists for reading or other work of similar nature.

Do not sit opposite a strong light. Allow the light to fall on the object with which the eyes are occupied from behind, that is, from over the shoulder. Daylight is naturally better than artificial light, and a North light is ideal because it produces little shadow.

Muscular effort is greater when applied to objects held near the eyes. When the eyes are directed to an object about twenty feet distant they are almost free from strain, and they suffer less from fatigue when work is possible at a distance of three or four feet, than at a shorter distance.

When the eyes have endured the strain of close work, they should be periodically lifted and allowed to rest on an object as far distant as possible. This changes the position of the eye muscles.

If possible the eyes should not be used for reading or otherwise closely applied for more than six hours

* TREATMENTS FOR THE EYES *

a day. Two shorter periods are less tiring to the eyes than one long period of the same duration.

"When the eyes are forced to endure conditions of long strain, rest them as often as possible by placing the hollowed palms of the hands over the eyes for a few minutes so as to exclude all light. Try to produce a sensation of impenetrable blackness, but do not press the eyes.

Eyes shew signs of strain and fatigue more than any other part of the body. Eyes that are tired and strained lack youthful beauty and lose much of their expression.

Many beauty parlours apply "contrast baths" to eyes that shew signs of strain. This is done by placing pads of cotton-wool that have been soaked in warm water or lotion on the eyelids, and after they have been removed applying pads that have been soaked in very cold water or lotion. Cold and warm pads are removed and replaced alternately for about ten minutes.

A simpler treatment consists of applying pads of cotton-wool that have been dipped in cold boracic lotion or water in which a small quantity of salt has been dissolved. The pads must be placed so as to cover the lids and muscles under the eyes. As the pads become warm, replace them with fresh cold applications.

Eye compresses composed of little bags of camomile flowers, rose leaves, thyme or other dried herbs

and flowers soaked in warm water are a soothing treatment for tired and inflamed eyes.

Any one of these applications serves as a special beauty treatment for the eyes, before a function or festivity. The soothing applications assist the muscles to relax. This makes the eyes appear larger and clearer and the colour more intense.

Considering the eyes play such an important part in making or marring the beauty of a face, they receive comparatively little care and attention. If the eyes are to retain the clearness of youth, they must be kept free from specks of dirt and dust, which irritate the nerves and blood-vessels of the eyes. Eyebaths are such a simple beauty treatment and take such little time and trouble, that they share the neglect accorded to all simple and easily obtained things. Eyebaths help to keep the mucous membrane of the eye healthy and so prevent swollen and red eyelids. The eyebath should be used at least once a day. If one is not obtainable, dip the face in a bowl of water, keeping the eyes wide open. Eye specialists recommend boracic lotion as an eye lotion. This is easily obtained by adding one teaspoonful of boracic powder or crystals to a pint of hot water and allowing it to cool. When using the eyebath, throw the head back and open the eyes wide. Use a fresh supply of lotion for each eye.

Like other parts of the body, the eyes are controlled by muscles, each of which has a separate



TREATMENT FOR LINES UNDER THE EYES

* EXERCISES FOR THE EYES *

and different function. Actually there are six muscles for each eye, but the four most important are used to turn the eye up, out, down and inward. If these muscles are to remain young and flexible, it is wise to exercise them and so prevent them becoming weak and flaccid.

~~Turn the eyes up~~ as though endeavouring to see the very top of the head, then to the extreme right, then to the left and down as far as possible. Then revolve the eyes round in their sockets. A helpful method of exercising the eyes is to move the arms round slowly in a complete circle, with the first finger pointed right out and to follow the movement of this finger with the eyes. Do this exercise first with one arm and then with the other. Incidentally this movement provides good exercise for the arms.

Another good exercise for the eyes is to open them slowly as wide as possible, and then to allow the lids to relax.

If the eyes receive their due of care and attention, the bugbear of wrinkles and lines round the eyes is considerably lessened. Lines and wrinkles round the eyes may be massaged very gently with nourishing skin food. Use the third finger and move it around the eye, beginning from the inner corner near the bridge of the nose, over the eyelid, out towards the temples and then gently pass the finger under the eye towards the nose again. Pat some skin food as

lightly as possible underneath the eyes. Take very great care during this treatment not to stretch the skin. A very much more generous amount of skin food may be left on the eyelids at night than is allowed for other parts of the face. Pads of cotton-wool dipped in witch-hazel or rosewater should be applied, if the skin is loose or puffy.

If the eyelids are slightly inflamed, or appear red owing to some slight strain or irritation, smear golden ointment over the extreme edge of the lids near the lashes. Use a glass rod or orange stick covered with cotton-wool to apply the ointment. Extreme inflammation of the eyelids should receive immediate medical attention.

A sty is due to inflammation of one of the sebaceous glands near the margin of the eyelid. Hot fomentations should be applied as soon as the sty makes itself evident. It is wiser and may save further complications to obtain medical advice. Eye experts advise the removal of the eyelash on the infected part in order to prevent the trouble spreading.

The beauty of the eyelashes depends entirely on the health and condition of the eyes. The eyelids especially are responsible for the length, thickness, and appearance of the lashes.

The eyelashes depend for their nourishment on glands situated on the edge of the eyelids. These

* * * EYELASHES * * *

glands in their turn obtain their lubricating material from other important glands in the centre of the lids. Although a great deal can be done to promote the growth of the eyelashes and accentuate their beauty, such treatments are merely superficial, and useless unless the eyes and lids are healthy.

Eyelash dye is not recommended by beauty or health experts. If the eyelashes are dark, mascara is unnecessary. A little vaseline applied with the tip of a finger in an upward direction for the lashes on the upper lid, and in a downward direction for the lashes on the lower eyelid, not only beautifies but promotes the growth of the lashes. After the vaseline has been applied, pass the tip of the finger along the lashes in an outward direction to prevent them sticking together.

Mascara or cosmetique is practically a necessity for very light lashes. The brush should always be used in an upward direction for the top lashes, and in a downward direction for those on the bottom lid. Without irritating the eyelid, great care should be taken to darken the lashes at the roots. Darkened lashes with yellow roots are better left unpainted.

It is of primary importance that eyelash make-up should be removed before retiring at night, as there is always the risk of the colouring matter or other ingredient irritating the eyelid. The process of removing the make-up from the lashes should be

undertaken with great care. The practice of smearing the face with cream and then letting the lashes take their chance, is often very harmful, and broken eyelashes are frequently the result. When removing make-up from the lashes avoid a side-to-side movement. Apply the cleansing cream to the lashes in the same way as the make-up is applied, that is from the roots towards the tips of the lashes, and then gently remove the paint with tissues in the same direction. The brush with which the make-up is applied should be kept clean. Considering how easily infection is carried to the eyes, this point ought to receive attention, and the brush used for painting the lashes should be frequently washed with warm soapy water.

Until recently, hot grease cosmétique was used exclusively for stage make-up. If discreetly applied, it exaggerates the length of the lashes and lends an air of sophistication when this is desired. This cosmétique is obtained in sticks. A small quantity is placed in a spoon and then heated until it melts. It is then applied to the tips of the lashes with the round end of a hair-pin. The grease must not be too hot or too liquid. The object is to place a tiny blob of grease at the end of each lash.

In addition to methods of beautifying lashes provided by nature, modern beauty culture includes the practice of supplying artificial lashes. These may be applied singly and attached to the lid with a

specially prepared adhesive, or they can be obtained already attached to a strip of silk. In either case it is best for the lashes to be applied to the lids by a beauty specialist.

Eyelash curlers are seldom necessary except for exceptionally straight lashes. They must not be allowed to "pull" as this damages both eyelids and lashes.

The best as well as the simplest beauty treatment for eyelashes is castor oil applied to the lashes each night. Failing castor oil, vaseline is effective.

Eyebrows are one of the most individual features of the face. They are constantly used to express thoughts and feelings, so that their shape is eventually influenced by the character of the individual.

Fortunately the vogue for the uniform pencilled line is disappearing. The perpetual air of surprise that was the result of this exaggerated fashion probably suited a reigning film star, but only robbed many faces of their individuality and produced unnatural and grotesque effects.

To remove all the hairs completely from the brows, before drawing another shape, defeats its object, because the original position of the eyebrow is always discernible. Eyebrow plucking, like make-up, should be an Art that conceals Art.

Before removing any hair, prepare the eyebrow by combing the hairs upwards with a tiny comb

obtainable for this purpose, and then draw the comb along the top of the eyebrow. This produces a smooth line of hairs on the top of the eyebrow. When shaping the eyebrows remove hairs beneath this line. Never pluck above it unless untidy hairs are present that demand removal. Apply some cold cream to the eyebrow before removing any hairs. Stretch the skin very slightly by placing the first finger on the bridge of the nose and the thumb at the other end of the eyebrow. This makes the plucking process less painful and easier for the tweezers to grip the hairs. Do away with all hairs on the bridge of the nose. These neither improve the expression nor the shape of the eyebrow.

On no account destroy elevated angles. They denote character and personality—two valuable assets to any face. A few hairs removed from the centre of the eyebrows will produce this effect.

Pluck the hairs in the direction from which they grow. Bear in mind that once the hairs have been removed they cannot be replaced, so do not endeavour to reshape the eyebrows all at once. Remove a few hairs from each at different periods. Pluck a few hairs from one first, and then use the tweezers on the other. This avoids the catastrophe of two entirely differently shaped eyebrows.

It is better for the eyebrows to rise towards the temples, so do not elevate the inner corner.

* * * E Y E B R O W S * * *

After the eyebrows have been shaped, remove the cream and apply astringent.

When grooming the eyebrows, use the eyebrow comb in the same way as for preparing them to be reshaped. Pinch the eyebrows with the thumb and forefinger and apply a little vaseline or brilliantine. Remove every trace of powder.

Do not draw a hard line with the eyebrow pencil, but use it so that it produces short neat strokes.

CHAPTER ELEVEN

Neck, shoulders and arms—Exercises and treatments for making them beautiful—Treatments for gooseflesh on arms and elbows—Care of the hands—Practical details for manicure

FOR centuries, fashion has decreed that on important and spectacular occasions, the neck, arms and shoulders of a woman must be bare. Even in the days when other parts of the body were unmentionable and supposed not to exist, the neck and shoulders were allowed to display feminine charm and beauty. This may be the reason why Victorian women made the most of their opportunities.

The neck and shoulders are so closely related that it seems a pity beauty culture has not yet coined a comprehensive word for them.

Apart from the æsthetic value of good formation of this part of the body, it is important to bear in mind the close connexion the neck has with the brains and lungs. It is a viaduct for the blood that feeds the brain and for the air that reaches the lungs. These may be reasons why a "well set" head generally denotes intelligence and force of character.

The foundation of a well-set neck and shoulders is correct posture, i.e. that the shoulders be held well back and the neck maintained erect.

* * NECK AND SHOULDERS * *

The two extremes of neck and shoulder defects, fleshy fat neck and undeveloped hollows, suggest slovenly carriage and lack of exercise.

Although massage or external applications may be effective in curing neck and shoulder defects, exercise takes first place. There is no doubt that persistent exercise together with concentrated effort in the direction of good carriage, posture and correct breathing can cure ugly qualities that have been acquired through neglect, and so prevent this part of the body from losing its youthful contours.

Many of the exercises for the neck and shoulders also benefit the chin and jaw line, so that time spent in performing them is well worth while.

The following exercises are very simple, and for that reason there may be an inclination to regard them with little respect. They are, however, of small value if they are rushed, and unless the head is held up and the shoulders back while they are being performed.

EXERCISE 1. Stand erect; remembering that this includes straight knees. Keep the shoulders down and steady, and then turn the head slowly to the right until the chin is parallel with the shoulder. Hold that position for half a minute. Move the head back to its normal position, then move the head, so that the chin is parallel with the left shoulder. Do this exercise six times.

EXERCISE 2. With head held up and shoulders down, support the right cheek with the right hand and slowly force the head over as far as possible towards the left shoulder. Return to normal position, relax, then do the same movement with the left hand and the left cheek. This exercise is of no value if the shoulders are raised during its performance. Repeat this exercise six times.

EXERCISE 3. Stand erect; place the finger tips on the shoulders and rest the elbows against the sides of the body. This attitude should force the shoulder blades back, so that they almost meet. Then rotate the shoulders by lifting them as high as possible, and then move them back and down, then up again. Reverse the exercise by moving the shoulders forward after they have been lifted. Do this exercise a dozen times.

Deep breathing, that is full and correct use of the respiratory organs, is an essential factor in maintaining a beautiful neck and shoulders. Hollows do not belong to the woman who performs this function completely. They are associated with imperfect development of the chest and lungs. Swimming is a beneficial exercise for developing this part of the body.

Massage "salt-cellars" and hollows in the shoulders and neck with skin food or almond oil. Pat the cream or oil into the skin and use an upward and

* * ARMS AND ELBOWS * *

outward rotary movement to stimulate the circulation.

During the early spring, give the neck a special bleaching and cleansing pack. At that time of the year, the skin on the neck is often very discoloured. Cheap furs are mainly responsible for this, especially where they come in contact with the skin at the back of the neck.

“Out of sight, out of mind” is the cause of many preventable defects inflicted on the body. The arms and elbows are outstanding victims. Their condition is completely ignored until early summer or before a season of evening festivities, when short sleeves or sleeveless frocks expose blemishes due to neglect.

The upper part of the arms and the elbows are allowed to become rough and to accumulate “gooseflesh,” which is actually a collection of dead horny cells from the epidermis. This means of course that the skin on this part of the body has ceased to function. The dead cells must be removed, and the pores of the skin encouraged to function in a normal and healthy manner. This can be done by friction with a nail-brush dipped in hot soapy water. Bear in mind that the object of this treatment is to remove dead horny cells, so apply the friction accordingly. After a few minutes of vigorous treatment, dry the arms and elbows very thoroughly.

Apply cleansing cream and massage with deep rotary and kneading movements. During the massage, the dead cells of cuticle will fall away from the skin. When this happens, remove the cream and then slap the fleshy part of the arm with witch-hazel or some other stimulating lotion. After this treatment, the elbows should be rubbed with pumice stone. If the elbows are very rough and calloused, dip the pumice stone in olive oil before applying it to them. This treatment should be carried out two or three times a week.

If rough arms and elbows accompany a skin that suffers from impoverished oil glands, the skin on this part should be given a nourishing treatment. In these circumstances the whole arm will benefit if it is massaged with skin food or almond oil. First give a special cleansing treatment with cold cream, and then massage skin food or oil into the skin with firm stroking movements from the wrist to the shoulders. Allow the skin food to remain on the arms for as long as possible. Pat skin food on to the rough parts of the arms and the elbows each day, or soak a pad of cotton-wool in almond or olive oil, and tie this to the part requiring special nourishment.

Do not rest the elbows on hard surfaces.

Flabby arms cause much anxiety. Flabby flesh responds to exercise and stimulating treatment. Massage the loose flesh with deep kneading movements, by pressing the thumb and fingers into the

* * ARMS AND ELBOWS * *

flesh and rolling it between the fingers. Then slap the flesh first with the front and then with the back of the fingers, so that the movement is a rhythmic one.

When the arms are being washed, make a soapy lather and “wring” the arms. Begin at the bottom of the arm, as this movement is good for the wrists. Grasp the right arm with the left hand, and, while keeping a firm hold, move the hand completely round the arm, and then back again. This produces a wringing movement. Do this right up the arm and then perform the treatment on the left arm with the right hand.

A good exercise for reducing flesh on the upper arm, which also definitely beautifies the wrists and hands, is based on one of the exercises used in Greek dancing.

Stand erect with arms outstretched and parallel with the shoulders, then raise the wrists and move the whole of the hand so that the fingers point downwards. Lift the hands, so that they are again parallel with the wrists and arms, and then move the hands so that the fingers point upwards. Do this exercise twelve times. No doubt will exist as to the effectiveness of this exercise after it has been performed a few times.

One of the bleaching packs given in Chapter IX may be applied to discoloured arms. The pack should have a stronger bleaching content—peroxide

or lemon for instance—than when the pack is mixed for application on the face.

A special pack for bleaching the arms is composed of equal quantities of zinc, starch and boracic powders mixed with peroxide. Two tablespoonfuls of powder is sufficient. Spread this evenly over the arms and allow it to remain for twenty minutes. Remove it afterwards with warm water or milk.

Modern ideals and standards of beauty have influenced the general attitude towards hands. The fluttering helpless little hand has lost its popularity, perhaps because helplessness and futility are no longer admired feminine traits. Although modern standards encourage hands with character that “do” and “make,” a smooth well-kept hand is admired as much as ever. The care of the nails in particular is considered essential in all grades of social life.

The hands receive more wear and tear than any other part of the body, and as they are also constantly in view, they require a prominent place in the time devoted to the general toilet.

Constant contact with hard water and the strong alkali soaps and soda used in the performance of household duties, not to mention exposure to cold dry winds during sport or other outdoor occupations, takes high toll from the beauty of the hands. These conditions dry up the supply of lubricating

* TREATMENTS FOR THE HANDS *

oil from the sebaceous glands, so that the skin is deprived of nourishment. For this reason the hands should be protected as much as possible by suitable gloves, from unnecessary contact with hard water and alkalis, or other harsh conditions. If rubber gloves are not worn, borax should be used instead of soda to soften water.

When the hands are washed, a good super-fatted soap should be used. The hands demand this as much as any other part of the body. After the hands have been washed, they must be thoroughly dried. Insufficient drying is one of the main causes of red, rough, and chapped hands. When the hands are dry, use a good hand lotion or glycerine and rose-water. Pure glycerine may be used on moist hands, because it is not a fat and absorbs moisture. For this reason it must not be used on chapped hands without the addition of rosewater.

If the hands are to remain young and smooth, they must receive frequent nourishing treatments, because the texture of the skin eventually suffers from the civilized necessity of constant washing with soap and water. A generous supply of skin food, or almond or olive oil, should be massaged into the hands and worked downwards from the tips of the fingers, with a firm movement as though smoothing a pair of tight kid gloves on to the fingers. Then massage the knuckles with a firm rotary movement. The massage assists the skin to absorb

the cream or oil and so not only keeps the hands soft, but unwrinkled. Massage also disperses chalky deposits which, if they are allowed to accumulate, enlarge the joints.

Pumice stone and lemon should be two permanently available remedies; the pumice to remove callous skin and the lemon to whiten the hands and remove stains. Lemon, however, must not be used on chapped hands.

Rigid hands are not beautiful, neither are they youthful. They lack grace and expressiveness.

It is very much easier to exercise the muscles of the hands than any other part of the body, because the exercises can be performed at odd and spare moments.

Moving the fingers quickly one after the other, as though performing five-finger piano exercises, is very good for them. Another good exercise is performed by grasping each finger (including the thumb, of course) and stretching it away from the one next to it. Then rotate the fingers round from the knuckles, first in one direction and then in the other.

A reducing pack can be made for fleshy knuckles, by adding one pint of boiling water to one ounce of Epsom salts, and then mixing the solution with oatmeal to form a paste. The oatmeal absorbs the liquid and so makes it possible for the salts to be applied to the skin for a length of time. Apply the

* * * MANICURE * * *

pack as hot as possible to the knuckles, or to the whole hand if it is fleshy. Then wrap a warm cloth round the application. After the pack has been on the hands for five minutes, remove it with warm soapy water. Dry the hands gently with a soft towel. This treatment should be carried out at least once a week.

Manicure is the outstanding feature in the care of the hands. A necessary detail in the daily grooming is the care of the cuticles round the nails. They must be pushed downwards each time the hands are dried, because the cuticle is more pliable after contact with soap and water.

About half an hour a week should be devoted to a complete manicure. Begin by removing old varnish from the nails with a piece of cotton-wool that has been dipped in varnish remover. Next file the nails with a long flexible file if much of the nail is to be removed; otherwise use the coarse side of an emery board. The length of the nails should depend on the degree of danger they sustain in being broken or attracting dirt. Very long nails only suit the delicate type of hand that endures no wear and tear. The nails may be filed to a point if the hands are slender, and on short plump hands when the fingers incline to taper; otherwise oval shaped nails are more suitable and flattering to the latter type of hand.

Do not file too much of the nail away from the sides of the fingers, as this may expose ugly corners of thick cuticle. After the nails have been filed, smooth any rough edges with the fine side of the emery board, then soak them in warm olive oil if the cuticle is hard and dry; otherwise place them in some warm water in which green soft soap or shampoo powder has been dissolved. If the nails are soaked in soap and water, five minutes is quite long enough, but if olive oil is used they may be soaked for a longer period. Next dry the fingers with a downward movement and massage cuticle cream or vaseline around each cuticle. Remove the loose cuticle with an orange stick or with a rubber "hoof." A cuticle brush is a very useful tool for this purpose. It should be dipped in warm soapy water and used round the cuticle.

Cuticle clippers must not be used by inexperienced hands. It is very easy to cause a hang-nail by injudicious snipping.

Rub the fine side of the emery board lightly over the nails if they have "ridges." Next remove every trace of grease from the nails.

To remove dirt from under the nail, roll a thin piece of cotton-wool round the pointed end of an orange stick, dip this first in soapy water, and then in peroxide, and pass it gently under the nails.

Nail strings give quick and effective results. They are small pieces of cord saturated with a special

* * VARNISHING THE NAILS * *

preparation that cleans, whitens and removes stains from under the nails.

Before applying varnish, polish the nails with a buffer. This not only removes the last vestige of grease from the nails, but also gives them a stimulating treatment and so promotes their health. Apply the varnish with a long stroke from the half-moon to the top of the nail. Varnish is now often worn over the white edge of the nail. This is certainly preferable to a ragged line of varnish which is the result of a clumsy effort to make the white edge of the nail visible. The longer line of colour is also more flattering to the shape of the hand as well as the nail. Remove the varnish from the top of the nail with the edge of the thumb if the white tip is to be exposed.

To obtain the best results from varnish, apply two thin coats rather than one thick one. Dip the flat end of the orange stick in varnish remover and clean round the nail where any varnish may have been misplaced.

Use liquid powder on the hands if they are red, or green powder may be used on them to complete an evening toilet. This gives red hands an elegant and ethereal appearance.

CHAPTER TWELVE

The feet and legs—Exercises and treatments for preserving their beauty—Massage and treatments for the ankles—Pedicure

CIVILIZATION and tradition, both estimable things in themselves, have however made havoc with our feet.

The tradition that a woman's feet must be small in order to be beautiful is as stupid as it is harmful.

Like other beautiful things, a foot is only beautiful when it conforms to its functions and background which, in the case of the feet, means the body to which it belongs and which it supports.

Shoes that are too small deceive no one, they merely make the feet look cramped and force the body into an undignified display of tottering deportment.

There are twenty-six bones in the foot. These are arranged so as to form two arches, the metatarsal or transverse arch, which crosses the front of the foot, and the longitudinal arch, which extends from the heel to the toes. The beauty of the foot depends on the strength and health of these arches.

The muscles of the feet supply the elasticity and the power which make walking or other movement of the feet possible.

The ankle joint is the most powerful joint connected with the foot, but certain calf muscles also

* * * * F E E T * * *

act as a support for the longitudinal arch. Feet therefore may influence the shape of the legs and ankles.

When the foot is tortured into assuming the shape of some passing fashion in footwear, the structure of the arches is changed. This causes the toes to lose their shape, besides which the whole foot is eventually deformed, not only affecting the shape of the ankles but also spoiling that of the calf.

Shoes therefore are a principal factor in the preservation of the beauty of the feet and legs. Feet have to adapt themselves to the conditions of modern civilization, which necessitates walking on hard floors and unresilient pavements. This does not mean that it is necessary to wear "cranky" or inelegant shoes. First and foremost, shoes must suit the feet, and not the feet the shoes. They must be long enough. When standing, there should be a space of half an inch between the *big* toes and the end of the shoes.

Wide sloppy shoes are harmful, but the shoes must be wide enough to allow the toes to move freely; this applies especially to the little toes. The widest part of the shoe should cover the joint of the big toes. The inside line of the shoe should be straight or only slightly inswinging. The heel may be moderately high, that is, about one and a half inches for ordinary walking wear. Flat heels are especially harmful for feet with high arches, also

this type of shoe does not fit well under the longitudinal arch, neither does it allow for any shortness that may exist in the tendon of the heel.

Walking in very high-heeled shoes is injurious to the all-important arches. Such shoes should only be worn on occasions when walking is not contemplated.

There is ample scope, therefore, for smart and elegant shoes. Remember that "ultra smart" footwear attracts attention to ugly feet as well as to those that are beautiful.

The majority of women who suffer from the results of unwise choice in footwear, endeavour to repair the damage by using rigid steel arch supports. These only act as a prop to the arches and do not help them to regain their strength. Most orthopædists recommend resilient arch supports made of felt.

The surest way of strengthening the arches and the feet is by exercise. Most foot defects are in the locality of the transverse arch and the toes, especially the joint of the big toe. Exercises which strengthen the arches, also improve and preserve the shape of the legs and ankles.

EXERCISE 1. Place a small towel on the floor. Stand with the toes of each foot on the narrow end of it. Then gather the towel towards the heels with the toes. Do this alternately with the



EXERCISE FOR BEAUTIFYING THE FEET AND STRENGTHENING
THE ARCHES

* EXERCISES FOR THE FEET *

toes of each foot, until the towel is gathered into a heap.

EXERCISE 2. Stand with the feet five inches apart, then roll the feet outwards, so that the outside of the foot supports the body. The sole of the foot must be clear of the ground, each time the foot is rolled. Do this exercise about fifteen times. This movement strengthens the ankles as well as the feet.

EXERCISE 3. Stand on a large book, so that the toes project over the edge of it, then bend the toes up and down. Repeat this exercise twelve times at first and increase the number daily.

The following exercise particularly benefits the ankle and the muscles of the leg. Rotate the whole foot, first by making the big toes trace a complete circle in one direction, and then using the little toe to trace the circle in the other direction. Perform this exercise as often as possible.

In addition to exercises for the ankles, massage treatment improves their shape and disperses fat, but if the ankles are swollen or puffy they must receive medical attention. Soak the feet and ankles for about ten minutes in hot water in which Epsom salts have been dissolved in the quantities of three tablespoonfuls to a quart of water. Add more hot water as the water cools. Give them a few minutes stimulating treatment with a soft nail brush. Use

the nail brush with an upward and outward circular movement. Do not soak the feet for too long, as both common salt and Epsom salts have a drying effect on the skin. After the feet and ankles have been dried, massage from the toes to the heel and then from the heel around the ankles with massage cream or oil, with an upward and outward movement. Remove the cream and massage the foot and ankle with an astringent. Witch-hazel, eau de Cologne or surgical spirit would be suitable. Finish the treatment by sprinkling talcum powder on the feet.

Flannel soaked in hot water in which Epsom salts have been dissolved, and applied to the ankles and legs is a good reducing treatment, and is especially beneficial where there is a tendency to rheumatism.

Corns, bunions, and callous skin are all results of badly fitting shoes.

Corns and other formations of callous skin are piled-up accumulations of dead cuticle, which of course result in a blockage of the sweat glands. Corns must have regular attention at the hands of a skilled chiropodist. The growth of a bunion may be arrested by wearing shoes that fit the feet and by exercising the feet. A special exercise that strengthens the joint of the big toe and delays the growth of a bunion is performed by grasping the

* TREATMENTS FOR THE FEET *

big toe firmly, and then rotating it several times in one direction, and then in the opposite direction.

Calloused skin on the feet should be rubbed with pumice stone when the feet are wet.

Soft corns between the toes are the result of two moist surfaces coming into close contact. Insert small pads of lamb's wool between the toes. Do not use cotton-wool pads. Lamb's wool is non-absorbent and because it remains dry allows the perspiration to evaporate. Take very great care to dry between the toes after the daily bath.

If the feet perspire excessively, avoid shoes with rubber soles. Leather soles give the waste acids an outlet; those made of rubber do not allow for this. Wash the feet very frequently, and apply astringent lotion, surgical spirit or methylated spirits after they have been dried. Alcohol destroys the bacteria which flourish in these circumstances, and which are responsible for the unpleasant odour. Sprinkle boracic or talcum powder on the feet of the stockings, and expose the feet to the air as often as possible.

Grooming this part of the body, includes the removal of hairs from the legs. The wax depilatory method described in Chapter VIII is satisfactory. Shaving is more economical of course, but if this method is used, the legs should be rubbed with pumice stone every day after bathing.

Do not apply make-up to the legs immediately after hairs have been removed.

The arrival of summer weather, and with it bare legs, exposes the damage caused by scorching the legs at the fireside during the winter months. This, together with drying soaps and bath salts, dries up the supply of nourishment from the oil glands, and so spoils the smooth texture of the skin upon the legs.

Before exposing the legs, give them a special nourishing treatment. First apply hot towels to open the pores so that the nourishing application is more easily absorbed by the skin, then apply a generous amount of olive or almond oil or equal quantities of each of these. Stroke the oil into the skin with a firm upward movement from ankle to thigh and then massage the knees gently with a circular outward movement. Wrap a dry hot towel round each leg after the massage. After about half an hour of treatment, remove the oil, and apply a very mild astringent. If the legs or knees are rough, rub them with a piece of pumice stone that has been dipped in olive oil.

A concentrated pedicure should be carried out once a week. The procedure is very similar to a manicure. There is one important and fundamental difference however, namely that the nails must be cut squarely across the toe. There is an exception to this rule, which applies to toe dancers, who, however, frequently have the toe nails cut at the corners.

If the toe nails require cutting, nail clippers are preferable to scissors, otherwise use a steel file. After they have been cut or filed, smooth the nails with an emery board. Soak the toes in soapy water and when they have been dried, apply plenty of cuticle cream. Remove the dead cuticle with the flat end of an orange stick covered with cotton-wool. Never use cuticle clippers for toe nails. To clean under the nails twist a few threads of cotton-wool round the pointed end of an orange stick, dip it first in soapy water and then in peroxide and pass it under the nail. Use a stone or paste polish and then buffer the nails. Varnish should only be used on attractive and unspoiled feet. After it has been applied, insert small pieces of cotton-wool between each toe, to prevent the wet varnish coming into contact with the toe next to it.

Ingrown toe nails may be caused through wearing short and badly fitting stockings, or through cutting the nails at the corners.

Lift the nail slightly from the toe with a blunt instrument, which has been thoroughly sterilized, and place a tiny piece of cotton-wool under the edge of the nail. This will train the nail outwards and prevent it from growing into the flesh again.

Should it be necessary to train the nails away from the sides of the toes, cut a small "V" down the centre of the nail.

CHAPTER THIRTEEN

Beauty on holiday—Sunbathing—How the sun affects different types of skin—Recipe for sun-burn lotion and sun-tan make-up—Treatment for freckles

NEARLY three thousand years ago the sun was invested with deity, and worshipped as a healer and giver of life.

Centuries of ignorance and prudery have had to be swept aside before medical science succeeded in reinstating the sun as a cure for ills.

Sunbathing has now become a cult, with followers as ardent and enthusiastic as the sun worshippers of thousands of years ago.

For at least one week in the year, sun-starved men and women endeavour, as though with one huge gulp, to absorb sufficient sunshine to last for the remaining weeks of the year.

The skin is expected automatically to assume a golden tan, and to take on an appearance of accustomed contact with nature and the sun.

If the skin were not an organ containing cells and glands but a less complicated external covering, all would no doubt be well.

Just beneath the epidermis are cells which protect the skin and blood from a too rapid absorption of the sun's rays. These are pigment cells. In dark-skinned people and races they are more numerous

and more closely-arranged than in fairer and paler types, and the skin is therefore more able to withstand the ultra-violet rays of the sun.

When the pigment cells are developed the skin becomes tanned, so that it is able to bear the rays of the sun without being burnt.

Exposure to strong sunlight before the skin has become tanned or pigmented, produces sunburn. The skin blisters and peels, and ceases to function. The blood is unprotected, so that nausea and nervous exhaustion frequently develop. Sunburn is not a burn in the literal sense of the word, because it does not make itself evident until several hours after the actual damage has been done. It is the result of over-stimulation of the cells of the skin by the chemically active rays of the sun.

It is obvious, therefore, that a week-end or summer holiday tan is not such a simple process as is generally imagined.

In the British Isles, blondes and red-haired people are seldom associated with the much envied golden tan. The fair type of Scot, for instance, generally freckles profusely and suffers from exposure to sunlight. On the other hand, in the lake and mountain districts of Switzerland, where opportunities for sunbathing are more frequent than in Scotland or in England, it is quite usual to come across blondes with skins tanned a golden brown. This proves that although fair-skinned

people suffer more than dark-skinned people from too-sudden or over-enthusiastic exposure to the sun, their pigment cells can be developed.

Apart from the scientific point of view, a blonde with tanned skin is peculiarly attractive, and beauty specialists have not been slow in encouraging sun-tan make-up for blondes, though they were previously associated exclusively with brunettes.

As a summer tan cannot be acquired in one glorious orgy of sunbathing even by brunettes, the first sunbathe should be short and not too intense. If the sun is strong, ten minutes is long enough. This ten minutes does not mean concentrated sunlight on one part of the body, but five minutes for the back and five for the front of the body, with the head protected. The exposure should be increased daily by five to fifteen minutes, providing of course that the first sunbathe has produced no ill effects. Very fair-skinned women and those inclined to freckle should experiment with five-minute exposures.

The very susceptible blonde who has had little access to the sun, should try first exposing the feet for five minutes, then next day the legs for a similar period, and so on, until the whole body becomes gradually accustomed to the sunlight.

When once a tan has been produced, the time limits may within reason be dispensed with.

The ideal scheme, of course, is to commence

* * * S U N B A T H I N G * * *

sunbathing as soon as summer weather arrives, even though the sun's rays are not so active in the back garden as they are at the seaside.

Sunbathing attire should be of a light colour. White will permit more of the ultra violet rays to reach the covered parts of the body than deep orange, red, black or brown. These dark colours absorb the rays, and so prevent them being utilized by the skin.

A tan is considerably delayed once the skin is irritated or broken, so in the interests of both health and beauty, apply cocoa butter or cold cream to the skin after sunbathing if the skin is red or appears to have been over-exposed, or if it is inconvenient to grease the skin before dressing, apply talcum powder.

When there is any swelling, apply a wet dressing of witch-hazel or boracic lotion. If the skin is not broken, dip a cloth in cold water to which some alcohol has been added, in the quantities of a tablespoonful to a pint of water, and apply this to the skin. Renew the application when the cloth becomes warm.

Apart from the external effects of sunbathing, it is believed that sunlight absorbed by the skin increases the activity of certain vitamins. Some authorities maintain that contact with sunlight raises the value of calcium in the body. Sunlight is a food in one sense of the word, because it heats the

blood, and for this reason less carbohydrates are necessary in the diet when the body is exposed to the sun's rays.

In the late autumn, when the golden tan takes on a duller hue, the colour of the skin does not appear at its best, besides which there is no doubt that frequent "tanning" coarsens the texture of the skin. Many women place these considerations before the glories of absorbing ultra-violet rays.

Pigmentation as well as freckles may be prevented by wearing large hats, or using parasols of red or any other colour which absorbs the rays of the sun. Dark or brunette make-up should be used for the face, and a dark-coloured powder or liquid make-up used as a substitute for pigmentation when the body is exposed to the sun.

Lotion that protects the skin from becoming tanned must contain calamine, Armenian bole, or burnt sienna. A good sunburn lotion, which contains 14 per cent of oxide of zinc, 66 per cent calamine, 20 per cent zinc sulphocarbonate, added to twenty parts of distilled water or rosewater, to one part of glycerine, can be obtained from any chemist. Armenian bole or burnt sienna may be added to the lotion to suit personal tastes and requirements in colouring. Armenian bole combined with burnt sienna produces a mauresque shade of make-up.

Freckles are the result of incomplete pigmentation

* * * FRECKLES * * *

or tanning. That is, the pigment cells develop in patches, because of the uneven distribution of the cells.

Strange as it may seem to women who regard freckles as a sort of scourge, they have a certain charm for many people. One world-famous beauty specialist is among those who have a good word for them.

The best way of dealing with freckles, if they are not wanted, is to prevent them. The ultra-violet rays of the sun are especially powerful near the sea and, when at the seaside, extra precautions should be taken. Before the body comes in contact with the sea-water, apply cold cream or oil to the skin; otherwise the drops of moisture cling to the skin, and act as little lenses which concentrate the effects of the ultra-violet rays.

The large hats and parasols used at the seaside are hardly practicable for a workaday world in towns. To prevent freckles in these circumstances, use as dark a make-up as possible. Liquid powder, followed by a generous application of a dark shade of the ordinary face powder, should provide adequate protection.

As the pigment cells lie beneath the horny cells of the epidermis, the removal of freckles, once they have made their appearance, cannot be an easy process. Methods which produce mild scaling of the skin, or more drastic peeling are used.

Persistent use of lemon juice bleaches the skin and causes it to peel, as do applications of peroxide solutions applied after the skin has been washed with a strong alkali soap and water or has been sponged with ammonia water.

More drastic measures than these require medical skill and necessitate confinement to the house. They consist of applying undiluted carbolic acid or other strong caustic acid to the pigmented cell. This produces severe inflammation and causes the skin to peel. The treatment lasts for about a fortnight and if applied carelessly or by unskilled hands may produce scars.

It seems a pity that antiquated ideas and standards of beauty should induce women to take such drastic measures, and to risk spoiling the texture of the skin itself.

If the eyes are super-sensitive to light, they must be ~~protected by dark spectacles~~. The spectacles should have lenses of ground-tinted glass. The ordinary cheap glass "goggle" is full of imperfections, the lenses being made of blown glass and may damage the eyes.

Feet need serious consideration. They are called upon to play a strenuous and unexpected part during the summer holiday. After a very long walk, they should be bathed in warm water in which a

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handful of common salt has been dissolved, and afterwards massaged with olive oil. Remove the oil, and powder the feet with talcum powder. Before a long tramp, wet the feet with methylated spirits, eau de Cologne or surgical spirit. This hardens the skin on the soles of the feet.

A more flexible type of shoe is necessary for walking on the resilient earth than for hard pavements.

Summer rain, for which no holiday maker has a good word, provides a stimulating beauty treatment. Allow the rain drops to patter on the face. A healthy and youthful glowing skin will be the result. If this treatment could be patented and used in a fashionable beauty parlour, there is no doubt it would be considered worthy of high fees.

CHAPTER FOURTEEN

Care of the hair—Methods of remedying bad effects of cheap permanent waving—The coiffure in relation to texture of hair, type of face, and features

“WOMAN’S crowning glory” has received so much praise and been surrounded by so much glamour, that at one time it came to be regarded as a supernatural feature supplied by the special courtesy of Mother Nature for the benefit of poets and fairy-tale writers. Since permanent waving became the vogue, however, their position has been taken by exhibitors of hair-waving machines, and now that it is established that “gentlemen prefer blondes,” the hair has become a valuable medium for hair-bleaching exhibitions.

Hair, like the nails, is simply one of the special protective forms assumed by the horny layer of the skin. Although each hair is composed of three layers, it is the middle layer which is the most important. Here are contained the cells, which are responsible for the great elasticity of the hair; the pigment which determines whether tresses shall be golden or black, and the oil which nourishes the hair.

The tiny bulb which may be seen at the end of loose hairs when they are pulled out is not the root. Nature’s work is never slovenly, and the root is not

so easily removed, as victims of superfluous hair know to their sorrow. Hair must be constantly shed and renewed. This bulb is merely the point of juncture with that part of the root known as the papilla, from which the hair obtains its blood supply. So long as the papilla remains healthy, another hair will always be ready to take the place of that which has fallen out.

Hair therefore cannot be healthy unless the blood stream is pure. Frequently ill health or nervous strain causes the hair to fall out excessively. Unhealthy loss of hair can be ascertained by carefully collecting the hairs shed at the morning and evening toilets for four successive days. Divide these combings and separate the long from the short hairs. For normal growth and displacement, the long hairs should greatly exceed the others.

The appearance of the hair is very much influenced by the condition of the sebaceous glands, with which the scalp, like other parts of the skin, is furnished. These glands cannot perform their functions if the skin is clogged by excretions or foreign matter.

The most reliable authorities recommend green soft soap or shredded Castile soap for shampooing the hair. The best green soft soap is made from olive oil, and only this quality should be used.

The shredded Castile soap or green soft soap should be dissolved in hot water and left to stand.

After a day or two the soapy liquid separates and a sediment is formed. Remove the liquid from the sediment and use the liquid to shampoo the hair.

Lather the hair twice, and rub the finger tips vigorously into the scalp in order to loosen dead skin and stimulate the glands. The white of an egg used during the shampooing process is beneficial to dry hair. It should be rubbed into the scalp after the first lather has been removed. Yolk of egg is another well-known hair beautifier; this can be used for greasy hair.

Two rinsings are necessary, the last rinse as cold as possible, in order to close the pores of the skin. Lemon juice, or about a dessertspoonful of vinegar to a pint of water, should be added to the second rinsing water. Vinegar has a tendency to soften the hair, so it is more suitable for coarse hair.

Strong alkali soaps and shampoos are definitely harmful to the hair, also dry shampoos are not recommended.

The constant use of certain brightening shampoos necessary to maintain the glory of the platinum blonde has a deteriorating effect upon the hair. Peroxide has a destructive influence, but can be rendered less harmful by mixing it with one part of ammonia to two parts of peroxide. This ammonia must be bought from a chemist for the purpose, and is not the ordinary household ammonia.

Pure camomile or henna is better and safer

WASHING AND BRUSHING THE HAIR

for brightening of hair that is unsatisfactory in colouring.

The hairbrush is one of the most important aids to beauty of the hair. The action of the bristles on the scalp not only removes dust and dead cuticle, but stimulates the supply of oil from the sebaceous glands. This does not mean that greasy-haired individuals should avoid the hairbrush, for though the glands may release an excessive degree of oil at first, the improvement in the health of the stimulated glands will lead to the proper regulation and adjustment of the supply of oil to the hair. Vigorous and regular brushing also removes dead hairs that give a general effect of dullness to the hair.

For the hairbrush to have its maximum effect, it must be clean. The degree of stiffness of the bristles, which should be set fairly wide apart, depends on the sensitiveness of the scalp, but the bristles should tend to be stiff rather than soft.

If dandruff or other scalp ailment is present, sterilize the brushes after they have been washed, by dipping them in a solution of formalin, in the quantities of a teaspoonful to a pint of water. This solution does not harm the bristles. Otherwise, rinse the brush in warm water in which a teaspoonful of household ammonia has been dissolved. When possible, dry the brush out of doors. To prevent the water being retained by the bristles, place the wet brush with the bristles facing downwards.

The hairdressing trade now possesses a very high standard of knowledge and efficiency, but in common with other trades and professions, it has black sheep. These baa most loudly, and unfortunately very effectively, on the subject of cheap permanent waves. A cheap "perm" means the use of cheap and harsh chemicals, excessive steaming and bad workmanship generally. The hair loses its elasticity and vitality and a "kinky" frizz is the result that destroys any possibility of an elegant coiffure.

Time of course will heal a "frizz," as it will other things. Meanwhile, if the hair is washed at home, add olive oil to the shampoo, and before washing the hair, saturate the scalp with warm olive oil or almond oil. Part the hair into sections and apply the oil with a pad of cotton-wool, after which, rub the oil well into the scalp. Place a towel in very hot water, put this towel inside another dry one, then wring the towels so that as much water is removed as possible, and finally wrap the towels round the head. When the towels cool, remove them, and continue the applications for about ten minutes. The heat from the towels causes the pores to open, and so assists the skin to absorb the oil.

This treatment should be used for a scalp that suffers from dryness.

As both acetic acid and vinegar solutions tend to soften the hair, they should be used to loosen the

CHEAP PERMS: EFFECTS AND CURE

“kink” in hair that has been badly “permed.” Brush the hair vigorously, and then damp it with a solution which contains one tablespoonful of vinegar or acetic acid to half a pint of water.

Unfortunately, many skilled hairdressers cannot resist the marvels of their permanent-waving machines, or perhaps they succumb to the wishes of customers influenced by styles in hairdressing designed for shop-window dummy figures, which after all make but little pretence to personality or individuality. A symmetrically “furrowed” head may be a good display of hairwaving skill, but as it seldom has any relationship to the shape of the head or type of features, it cannot be considered either in good taste or style.

The hairline, the shape of the head, and the features of the face, together with the texture of the hair, should always be the first consideration in planning a style of coiffure. The hair is a frame or background for the face. Curls and waves should only be used to emphasize the beauty of line of the head or face, or to disguise its possible deviations from the standards of beauty.

If the texture of the hair is coarse enough to make such a style practicable, beautiful features and a perfectly shaped head show to greater advantage if the hair is worn quite straight, especially in cases where the hairline itself is beautiful.

If the hairline is not good, great care must be taken not to destroy an expressive forehead by heavy waves. Coarse hair shows to advantage when it is worn in a knot in the nape of the neck, but such a coiffure should only be adopted when the features are good and the neck long.

The softness and flexibility of fine hair lend charm to very simple hairdressing. Although very fine hair is beautiful immediately after it has been combed and brushed, it very quickly becomes untidy. The hair should therefore be waved close to the head, because the ends of the hair will seldom "hold" curls for long, unless the hair is very thick. The waves should be arranged so that the subtle colour values of fine hair are noticeable.

A good forehead gives the face a certain nobility of expression. The only excuse for wearing hair on the forehead is when it is badly shaped, or too high. A forehead is not ugly because it projects, and it should not be covered with a fringe for this reason alone.

If the nose is long, a light fringe or wave may be worn on the centre of the forehead, because this has the effect of shortening the nose, but do not endeavour to make the nose appear smaller, at the expense of what may be a beautiful brow or a well-shaped face, because hair worn on the forehead makes the jaw line appear heavier and shortens the face. After all, the beauty of a nose does not depend



A COIFFURE THAT MAKES THE MOST OF A BEAUTIFUL
HAIRLINE AND FOREHEAD

on its size, but on its shape and relationship to the face. Hair should not be parted in the centre of the head if the nose is long.

If the eyes are deep set, the hair must under no circumstances be worn on the forehead.

For a little upturned nose, the hairdressing should not be severe, but a studied informality of style should be adopted. This does not mean that the coiffure should be "fluffy." A "fluffy" style widens the face, so the hair should only be dressed in this manner if the face is narrow.

Keep the hair off the face if the features are small. Their delicacy may easily be "flooded" by hair worn on the cheeks or forehead, but if the features are not good, arrange a soft wave on the hairline.

A broad face can be made to appear more oval, by arranging a simple wave on each cheek-bone, but the forehead must be bare.

If the chin is too long in proportion to the face, have the hair waved or curled over the ears, and bring the hair forward on to the cheeks. This is another instance where hair should not be parted in the centre.

High cheek-bones are not disguised by covering them with the hair. This only makes the face appear heavy and uninteresting. Arrange the hair so that it projects slightly above the ears.

For a very round face, the hair should be worn

as long as possible. If this is not practicable, and it is necessary to have the hair cut short at the back, wear the hair longer at the sides.

Arrange the hair in soft waves if the face is long and thin, and do not have the hair cut to a long point at the back. If the neck is long and thin as well, curls should be worn in the nape of the neck when fashion permits.

Hair should be used to accentuate personality, and add individuality and colour to the appearance. Most of all, its value lies in showing off the head and face to the greatest advantage.

CHAPTER FIFTEEN

The woman who achieves beauty—Advice to the “not so young”—The meaning of poise

WHEN beauty is a possession that depends only on the love of the gods, it dies young. Like greatness, beauty has a higher value and is more enduring when it is an achievement than when it is thrust upon an individual at birth.

Once upon a time, “fat and forty” was a terror that awaited every woman like a wicked fairy’s curse. In these days many women over thirty-five possess beauty they could not boast of in their sweet but perhaps sugary twenties. This beauty is an attainment which never comes to the lazy or self-indulgent woman, because it is the result of constant effort. It means denying the body indulgences that may be harmful to it, and is the result of regular exercise of the muscles.

The stage has outstanding examples of women who have captured the spirit of youth and have never let it go. They were not inoculated at birth against old age and decay, yet few girls in their twenties can compare with them in beauty and charm.

The essence of youth lies in its mental as well as in its physical vigour. It is usual to think of the brain as a separate thing apart from the body. The

brain is just as much a part of the physical structure as the hair or the teeth. A middle-aged brain means a middle-aged body. The woman who exercises her brain and her body too little, and eats too much, is a "back number" by the time she is thirty.

An ugly lump at the back of the neck and a flabby jaw line, only belong to the woman whose muscles have been allowed to sag and accumulate fat through lack of exercise.

As middle age looms nearer and nearer, the muscles tend to droop and even the eyebrows are lower down and nearer the eyelid. The battle against sagging muscles can be fought and won by keeping the muscles up and taut. This means abdomen up, chin up, and chest up. In this way the muscles retain their youthful "lift." It is an interesting fact that the face appears younger when it is lifted and when the chin is up, not only because the muscles are firm and taut, but because the light always falls in a more flattering manner on an upturned face.

Above all, mature beauty never emulates youthful prettiness. It is a cultivated growth and definitely a triumph over youth. The woman who has achieved beauty does not display a girlish tangle of too golden curls. Her coiffure is a suave self-conscious affair, and if artificial colouring is used to disguise the fact that nature has withdrawn the original supply of colouring matter, no one but

the woman herself and her hairdresser is any the wiser.

In this age of youth worship, it is often necessary to cover the traces of time, when it lays its withering hands on the hair. The woman who has mastered the rules of good grooming never lets time get the upper hand. When artificial colouring is thought necessary, it is applied as the first grey hairs begin to appear. The grey hairs near the roots are regularly treated, so that they never "give the game away."

Otherwise she cultivates a well-groomed, grey-haired coiffure that has a smartness of its own. Grey hair, together with a trim figure, a clean jaw line and immaculate looking skin, often has a more youthful effect than dyed hair. With a touch of bright colour added to grey, or other neutral toned clothing as a background, it lends an air of sophistication that no young girl could hope to imitate.

As the years accumulate, make-up should be applied sparingly. Heavy make-up has an ageing effect. Make-up should always be used so as to "lift" the face. More than ever, care must be taken to keep the line of the eyebrows as high as possible and only to remove hairs near the lids.

Use rouge with a very light hand, and choose it for its subtle colouring rather than for its flamboyance. Keep the rouge as high as possible on the face.

At thirty-five a woman is responsible for the shape of her lips. There is no doubt that a beautiful mouth may be acquired. The thoughts of fifteen or twenty years are all indelibly stamped on the mouth. If the lips tell an unpleasant story, colour them very little, and, with the aid of the information given in Chapter VII, discreetly disguise their shape. If the mouth is beautiful after the age of thirty-five, it has more expression and its lines are more attractive than the lips of "sweet and twenty," and so long as the lips are not very lined, the colour may be applied courageously.

Unless the eyes are definitely unlined, be sparing with eye-shadow, and keep it well up under the eyebrows. If the eyes have lost their youth, use eye-shadow only on the lower part of the upper eyelids when the eyes protrude.

Eye-shadow that contains silver is very attractive on the eyelids of the grey- or white-haired woman, especially under artificial light. Mascara should be used on the upper lashes only, and as light a shade as possible should be chosen.

Poise belongs to maturity. It suggests balance, discrimination and harmony. It is impossible to imagine a beautiful woman of forty with ugly posture or ungainly deportment. Poise suggests a voice that is controlled and harmonious, and above all one that is not shrill or that proceeds from a flat

chest. This means habits of correct breathing and, to return to the subject discussed in Chapter I, good breath control depends on correct posture.

If the body has retained its suppleness (and there is no reason why it should not) the limbs move with an assured grace that is decidedly more attractive than the coltish movements of the immature.

Maturity of course often brings a fatter purse, which makes expensive furs easily obtainable, but a costly fur coat is an ugly thing when it covers a woman who sits with her knees at an inelegant angle.

A woman who possesses poise knows exactly what to do with her hands, how to move them and, what is more important, how to keep them still. There is no reason why a woman should not know the most attractive attitude for her hands and feet, as well as the right way to arrange her hair, or the correct method of colouring her lips. The stage gives ample opportunity for the study of poise, and when listening enthralled to hectic love passages, make a mental note of the attitude and movements of the heroine. Especially note the way she places her body when she sits. One thing is certain. Unless she is an actress of very mediocre quality she does not make a fidgety display of arranging her dress. Her body is not hurled into a chair giving an unbecoming display of the anatomy. The weight is taken by the knees which are flexed so that the upper portion of the body gracefully assumes the sitting

position. Neither does she toy with her handkerchief, unless she wishes to portray a nervous or hysterical woman. Fidgeting movements, such as constantly patting the hair, or fingering ornaments and parts of the dress, immediately reveal uneasiness and lack of assurance. At a business interview this lack of poise may undo the effect of an elegant costume, new hat and spotless gloves. This does not mean that poise necessitates constant self-conscious pose. Youth is the time to cultivate all good habits, so that in maturity they become a natural part of the personality. Grace and poise may be just as natural a cultivation as the unwanted extra chin or the unfortunate bunion.

It is an easy matter to walk through an art gallery, and see how beautiful women, who have left their mark on history, have worn their clothes, and how painters, to whom after all beauty is but a stock-in-trade, arranged their figures to the best advantage.

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